MAY 22, 1950

TECHNOLOGY DEPT.

BROADCASTING
TELECASTING

PUBLIC LIBRARY
MAY 22 1950
DETROIT

THIS ISSUE:

Network Exodus
NAB Threat
Page 23

Independents Fare
Best in Surveys
Page 23

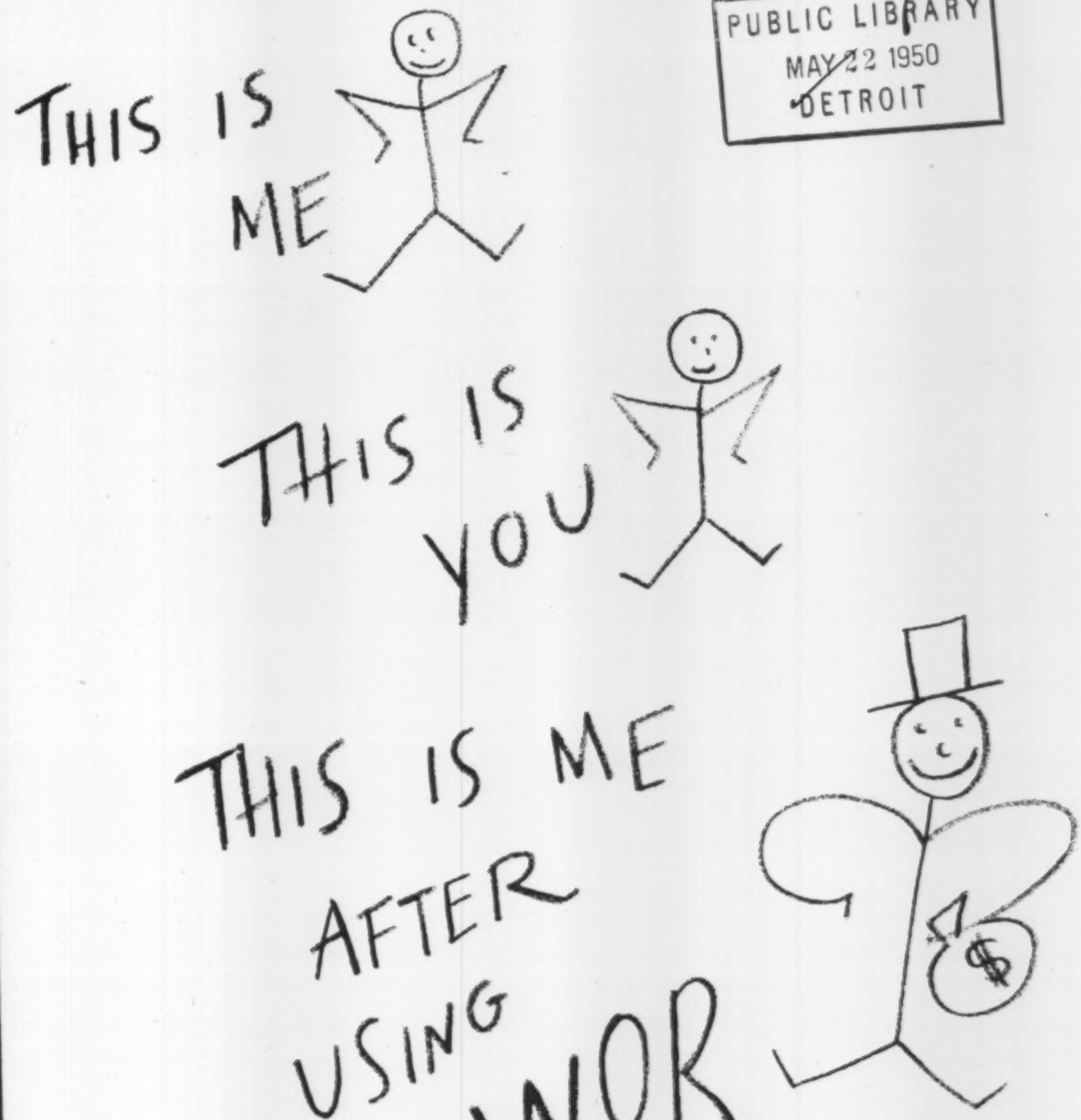
Talent Battle
Flares Again
Page 25

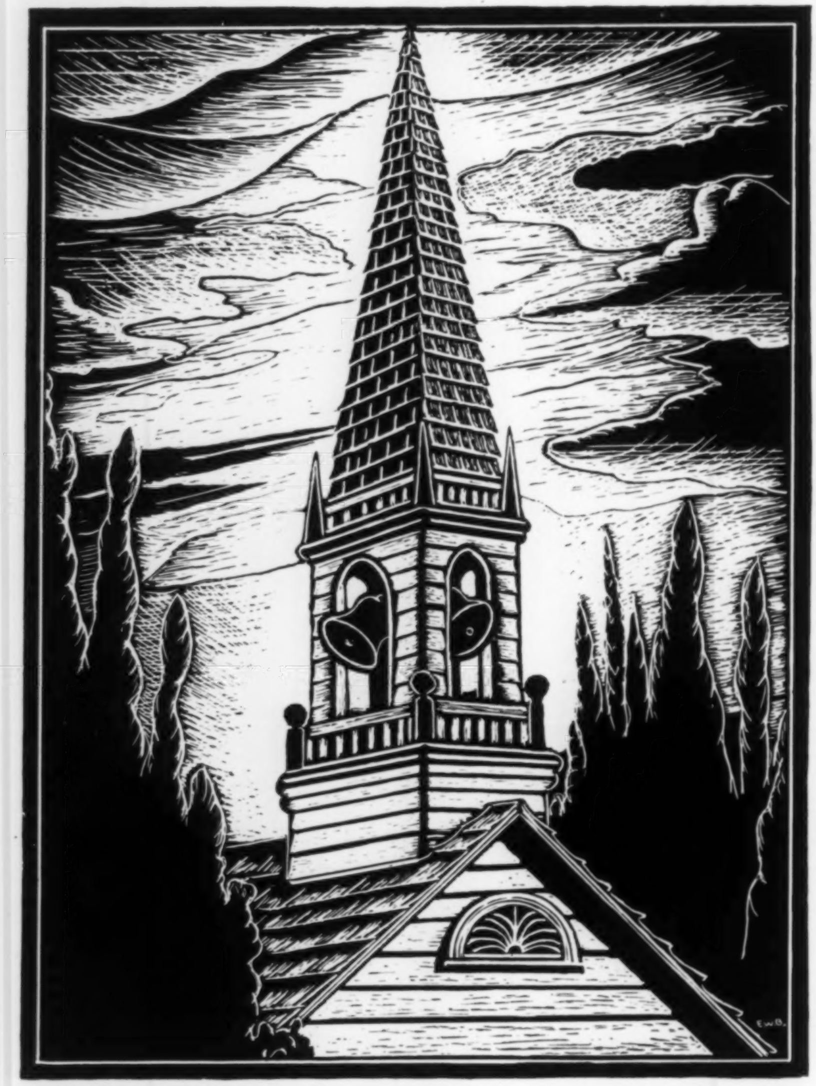
Builds Prestige
On Talent Show
Page 27

TELECASTING
Begins on Page 43

The Newsweekly
of Radio and
Television.

$7.00 Annually
25 cents weekly


THIS IS ME
THIS IS YOU
THIS IS ME AFTER USING WOR
$



Church Bells Ring..

and the substantial family people of Midwest America are called to Church …for religion is deep-rooted in the small towns and farming communities that dominate the Midwest…and church bells sound the answer to a basic need in all the 217 counties where WLS is counted a helpful friend as well as a radio station…

CHURCH BELLS RING…and with equal fervor and loyalty, Midwest families gather at their radios to enjoy "Little Brown Church of the Air" and its radio pastor, WLS' Dr. John W. Holland, for 18 years a regular visitor in most of the 1,840,320 farm and smalltown radio homes within easy listening of our 50,000-watt, clear channel broadcasts. So church bells symbolize the kinship between listener and broadcaster…a kinship we believe to be unique in all radio, both as a channel of service and a means of achieving unusual advertising results.

WLS

The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance

CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

Behind: An eventful decade...

Ahead: Strength to meet the oil needs of free people

STANDARD OIL COMPANY (NEW JERSEY) REPORTS FOR 1949...

THE 215,000 STOCKHOLDERS of Standard Oil Company (New Jersey) have just been sent the Company's 1949 Annual Report. Some highlights are given here.

The report covers the closing year of an eventful decade — a decade of violent action and change . . . of war, and war's results, of great shifts in people's living standards, and in their hopes and aims.

It was a decade which put the strength and adaptability of American business to great new tests. *And proved that the American kind of business enterprise gets jobs done.*

To the oil business, these last ten years brought demands far beyond any past experience.

Standard Oil Company (New Jersey) carried well its full share of this load. More new supplies of oil were found and developed than ever before. With them came more new processes, more new products, more new jobs and job opportunities. We took in more money, and paid out more — for wages, taxes, dividends, supplies—than in any previous decade in history. And in that ten years almost four times the amount paid in dividends was invested in new facilities — strengthening the business to meet war and post-war needs.

Like all sound American business, Jersey Standard got these results through skill, initiative, teamwork and the productive use of capital. Men who work in the business of their choice — free to think and make decisions — took actions which got results and got them in time.

In reporting for 1949, this Company offers its stockholders not just the report of one business year . . . With it comes the hopeful assurance of strength and ability to meet the growing oil needs of free people in free lands.

HIGHLIGHTS FROM THE 1949 REPORT:

(for the consolidated companies)

PRODUCTION — 957,000 barrels daily total (11% less than 1948)

REFINING—1,287,000 barrels daily total (7% less than 1948)

SALES—1,363,000 barrels daily (slightly less than 1948)

RESEARCH—$21,400,000 spent on scientific projects (6% more than in 1948)

CONSOLIDATED NET EARNINGS — $268,870,000 or $8.91 a share. This compares with $365,605,000 or $12.44 a share in 1948. Total income $2,934,686,000 (12% less than in 1948)

PARENT COMPANY NET EARNINGS — (from which shareholders' dividends are paid) $171,707,000 or $5.69 a share. This compares with $155,923,000 or $5.31 a share in 1948.

DIVIDENDS — $4.00 a share plus one share for each 50 shares held.

EMPLOYEE RELATIONS—Again no work interruption due to labor difficulties.

• • •

Copies of the full report will be gladly sent to anyone wishing full details. Write Room 1626, 30 Rockefeller Plaza, New York 20, N. Y.

STANDARD OIL COMPANY (NEW JERSEY)

AND AFFILIATED COMPANIES

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING *at deadline*

Closed Circuit

NAB board will get detailed report in June on Washington hotel facilities. Move to shift annual convention to Washington apparently based in part on theory broadcasters could improve relations with legislators and government officials, following newspaper editors strategy. NAB holds option on Stevens Hotel, Chicago, for 1951 meeting but hasn't signed contract.

WCON, *Atlanta Constitution* ABC outlet on 550 kc, ceases operation May 31 as result of merger of Constitution Publishing Co. with *Atlanta Journal* (see story page 30). ABC affiliation will switch to WGST, regional outlet owned by Georgia Institute of Technology. It's presumed Mutual affiliation which WGST will relinquish will go to WATL, Woodruff-owned regional.

PRESIDENTIAL pickers for proposed $50,000 post at Radio Mfrs. Assn. veering away from military and government bracket toward own industry, with name of Ray Cosgrove, now honorary president, looming larger. If honorary presidency is continued—and this is entirely possible—name of W. R. G. Baker, of General Electric, among those being considered. Reorganization decision up to RMA membership in Chicago convention next month.

TOM LYNCH, timebuyer for Cunningham & Walsh, New York, slated to join Ruthrauff & Ryan in similar capacity on June 1. C & W looking for replacement.

IT LOOKS like early June before bids for Thomas S. Lee Enterprises Inc. (Don Lee Network and associated radio and automotive properties) will be opened by Public Administrator Ben Brown of Los Angeles [BROADCASTING, May 15]. Among active bidders are CBS, Music Corp. of America, Col. A. L. Lintner, Alaska capitalist and businessman, and several brokerage houses. CBS, primarily interested in KTSL (TV) Hollywood and Don Lee's new headquarters as well as San Francisco properties, is represented in persons of William S. Paley, chairman and principal owner, and Howard Meighan, vice president and general executive now running West Coast headquarters.

FIREWORKS loom when FCC goes before Senate appropriations subcommittee in next fortnight or so for hearings on 1951 budget. Among subcommitteemen is Sen. Homer Ferguson (R-Mich.), plain-spoken FCC critic who castigated Commission and called for investigation in fiery speech on Senate floor two weeks ago [BROADCASTING, May 15].

WESTERN UNION can look for claims for rebates as natural follow-up to FCC decision outlawing its $2-per-game special assessment on stations using its baseball reports in networks (story page 28). One of largest, in-

(Continued on page 82)

Upcoming

May 22-23: North Carolina Assn. of Broadcasters, Chapel Hill, N. C.

May 25-26: Virginia Assn. of Broadcasters, Tides Inn, Irvington, Va.

May 31-June 2: Advertising Federation of America Convention, Statler Hotel, Detroit.

June 5-8: Radio Mfrs. Assn. Convention, Stevens Hotel, Chicago.

(Other Upcomings on page 30)

Bulletins

DANCER-FITZGERALD-SAMPLE, New York, making up list of radio stations in varied markets for General Mills (Cheerios) to start June 1 for 52 weeks.

H. J. HEINZ Co., Pittsburgh, renews *Adventures of Ozzie & Harriet*, effective Sept. 29 on 277 ABC stations for 52 weeks. Agency: Maxon Inc., New York.

NEW STUDIES SHOW RADIO SUPERIORITY, SAYS MITCHELL

NEW TECHNIQUES in radio research undergoing pilot tests in Pacific Northwest are proving radio's superiority over other media, notably newspapers, Maurice B. Mitchell, director of Broadcast Advertising Bureau, told Georgia Radio Institute at Athens Friday.

Preliminary studies were described by Mr. Mitchell to joint session of Georgia Assn. of Broadcasters and U. of Georgia Journalism School showing that radio, dollar for dollar, outpulls other media on direct sales by substantial margins [BROADCASTING, May 1]. He predicted results of point of purchase studies in such cities as Portland, Spokane and Bellingham, Wash., would establish generally uniform pattern for other cities in Northwest now being surveyed.

GAB presented to university and to Dean John E. Drewry, of its School of Journalism, resolution unanimously adopted expressing appreciation for Dean Drewry's "leadership, initiative, foresight and ability" in establishing Georgia Radio Institute four years ago.

At May 18-20 sessions, Institute heard number of radio and journalism executives, including Sig Mickelson, CBS director of public affairs; Warde Adams, director, Protestant Radio Center; John A. Reagan Jr., advertising and public relations manager, Sunoco Products Co., Hartsville, S. C.; John M. Cooper, director of radio and Malcolm Johnson, Pulitzer prize winning correspondent of International News Service, and Sol Taishoff, editor and publisher of BROADCASTING.

Saturday's session concluded with symposium on television which was scheduled to be moderated by George E. Storer, president, Fort Industry Co.

Business Briefl

GENERAL MILLS CONTINUES ● G eral Mills renews *Lone Ranger* effective J 2 on 132 ABC stations, three times wee for 52 weeks. Agency, Dancer-Fitzger Sample, New York.

SCHLITZ PLANS SHOW ● Televis show built around Pulitzer Prize awards be contemplated by Schlitz Brewing Co., M waukee, through its agency, Young & Rubic Chicago.

COLLIER'S CAMPAIGN ● *Collier's* ma zine adds seven stations in New York a five in Chicago for 13-weeks in addition campaign on ABC owned and operated statio Agency, Kudner Adv., New York.

WGIL NAMES ● WGIL Galesburg, I names William G. Rambeau as national rep sentative.

PACKARD RENEWAL ● Packard Mot Inc., Detroit, has renewed *Holiday Hotel* 47 ABC-TV stations, and effective Sept. will change to new time 9-9:30 p.m. Thursd Agency, Young & Rubicam, New York.

COLGATE TESTS ● Colgate-Palmolive-P Co., Jersey City, starts *Tello-Test* June 5 f 52 weeks, Mon.-Fri. (10:15-10:30 a.m. PD on 35 Don Lee stations. Agency, Sherman Marquette, New York.

LOOKING FOR SHOW ● Celanese Corp through its agency, Ellington & Co., New Yor understood to be in market for prestige television show.

CHRYSLER WANTS TIME ● Chrysle Corp., through McCann-Erickson, New Yor dickering with NBC-TV for specific time sponsor *T-Men*.

NEW CAPITAL SERVICE

NEW business music service, Tempo Inc started in Washington last week by group businessmen. Service affiliated with Functiona Music Inc., Chicago, and competes with Muzak Music of WWDC-FM transit service is utilized with pulse signals cutting out transit commercials. Pulse system will prevent bootlegging. Music will be sold in time blocks WWDC may extend separate FM programmin additional hours.

LIFSCHULTZ NAMED

EVELYN LIFSCHULTZ, CBS Hollywood production supervisor, named radio coordinator, office manager and assistant to Dian Bourbon, radio department head, at Ward Wheelock Co., Hollywood. Appointment effective June 5. No replacement named for Mis Bourbon, who leaves agency in August.

NAMED VICE PRESIDENT

SYDNEY RUBIN, radio and television director of Frederick-Clinton Co., New York, named vice president.

Announcing!

WNOE

Now NEW ORLEANS

50,000 WATTS

Available Right Now—

SPOTS ON LONG ESTABLISHED LOCAL SHOWS.
PROGRAMS: NEWS... SPORTS... MUTUAL CO-OPS
LIKE KATE SMITH... DIXIELAND JAZZ!

- ★ **NEW Spot on the Dial *1060* K.C.**
- ★ **NEWEST, Most Modern All RCA Equipment!**
- ★ **Building listener loyalty 25 years!**
- ★ **Individual Programming tailored to the area—*plus* leading Mutual Shows!**
- ★ **Building More Listeners Now With Our Greatest Promotion In History!**

WNOE

MUTUAL
BROADCASTING
SYSTEM

James A. Noe, Owner
James E. Gordon, Gen. Mgr.

Nat'l. Reps.
RA—TEL
420 Lexington Ave.
New York City

50,000 WATTS DAYTIME — 5,000 WATTS NIGHTTIME

Get in Your Orders Now!

Sales ARE A FAMILY AFFAIR

"I want..."
"I want..."
"I want..."
"I want..."
"I want..."
"Glub-glub"
+ + + + + =
$ales!

. . . and Flint Families want what they hear about on WFDF

● Flint's families, with their high $5,764 average effective buying income, *spend* their money . . . and it's natural for them to patronize WFDF advertisers because their products are best known to them!

Morning, noon and night, more Flint families listen to WFDF than to all of the other Flint stations combined. It's hardly surprising that local and national advertisers choose this top advertising medium—to make sure of getting their full share of the $288,000,000 annual retail sales in Flint.

Remember—sales are a family affair . . . don't just try to get your foot in the door when you can sit right down with Flint's high-income families in their own living rooms. That's the SURE way to make sales!

910 Kilocycles **WFDF** **FLINT MICH.**

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISIO
Published Weekly by Broadcasting Publications, I
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IN THIS BROADCASTING . . .

CBS Quits NAB
Independents Prosper in TV Audience Division
Network Talent Fight Erupting Again
NAB Names Business Committee
Network Gross Down 5% in April from 1949
Hamilton Bank—Radio Patron to Community Talent
Local Stations Wait N. M. Tax Ruling
FCC Work Load Near Record High
An Evaluation of BMB—By Paul Loyet
President's FCC Reorganization Bill 'Vetoed'
Hill Group Charges FCC With Lack of Cooperation
CBS Says Radio Given Largest Audience Per Dollar
Primaries Watched for Radio Implications

Telecasting Section Page 43

DEPARTMENTS

Agencies 10
Allied Arts 68
Commercial 64
Editorial 34
FCC Actions 72
FCC Roundup 79
Feature of Week 20
Management 63
Milestones 14
Network Accounts 12
New Business
News
On All Accounts
On Dotted Line
Open Mike
Our Respects To
Production
Programs
Promotion
Technical
Upcoming 30

WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Fran Beatty, Rufus Crater, *Associate Editors;* Fred Fit- gerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assis- ants to the News Editor.* STAFF: David Berly Lawrence Christopher, Mary Ginn, Tom Hynes, Jo Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pa Kowalczyk, Doris Lord, Wilson D. McCarthy, Je D. Statz; Eleanor J. Brumbaugh, *Assistant to th Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Win- field R. Levi, *Assistant Advertising Manager;* Georg L. Dant, *Adv. Production Manager;* Harry Stevens *Classified Advertising Manager;* Eleanor Schad Phyllys Steinberg, Judy Martin; B. T. Taishof *Treasurer;* Irving C. Miller, *Auditor and Office Man- ager;* Eunice Weston.

CIRCULATION AND READERS' SERVICE: JOHN P COSGROVE, *Manager;* Bill Gabriel Jr., Elain Haskell, Grace Motta, Lillian Oliver, Al Riley Warren Sheets.

NEW YORK BUREAU 250 Park Ave., Zone 17, *PLa 5-8355;* EDITORIAL: Edwin H. James, *New Yor Editor;* Herman Brandschain, *Asst. to the New Yor Editor;* Florence Small, Gloria Berlin.
Bruce Robertson, ***Senior Associate Editor.***

ADVERTISING: S. J. PAUL, *Advertising Director* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1 *CEntral 6-4115;* William L. Thompson, *Manager;* Jam Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glick- man, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING *—The News Magazine of the Fift Estate. Broadcast Advertising * was acquired in 19 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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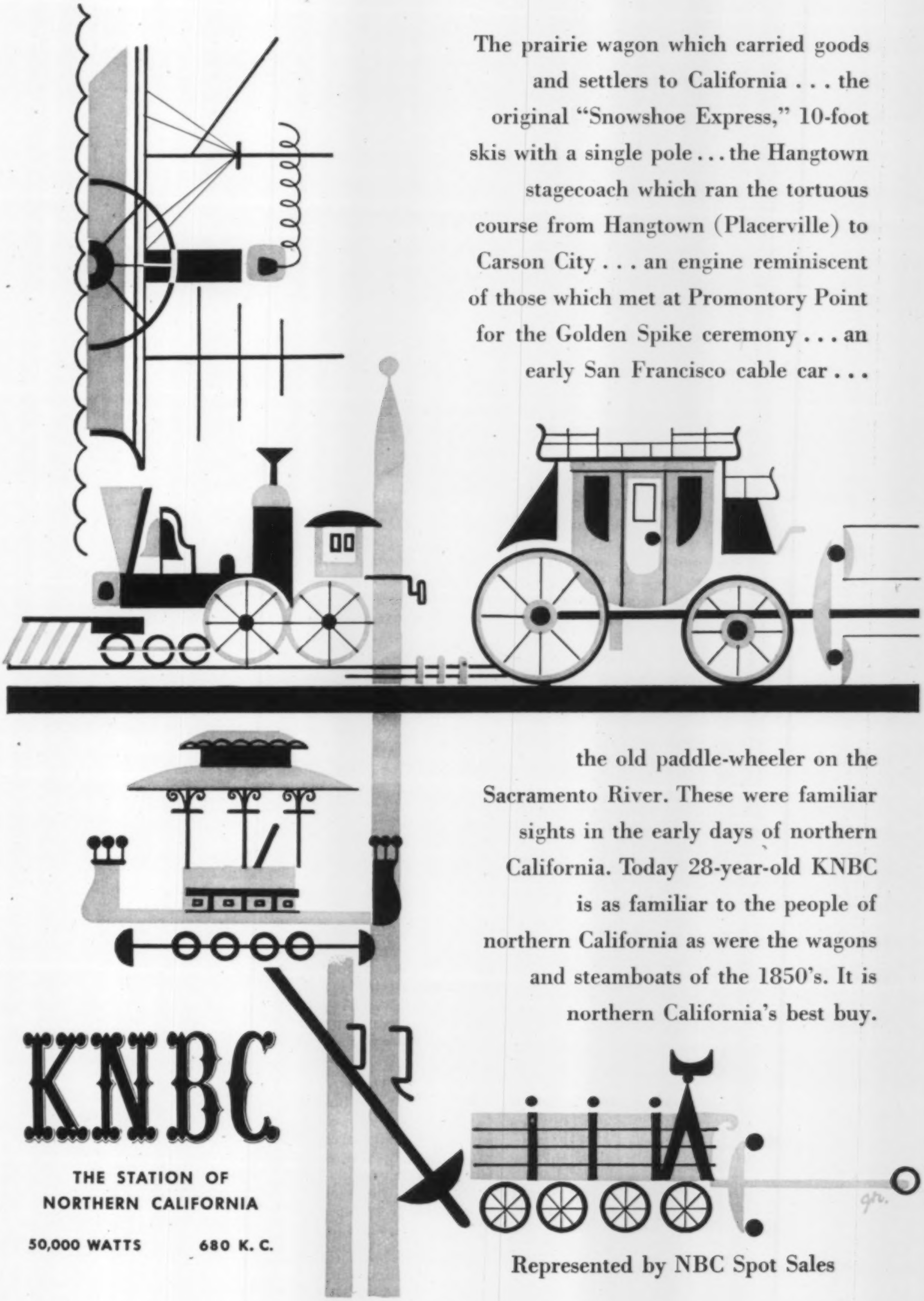
Subscription Price: $7.00 Per Year, 25c Per Copy

The prairie wagon which carried goods and settlers to California . . . the original "Snowshoe Express," 10-foot skis with a single pole . . . the Hangtown stagecoach which ran the tortuous course from Hangtown (Placerville) to Carson City . . . an engine reminiscent of those which met at Promontory Point for the Golden Spike ceremony . . . an early San Francisco cable car . . .



the old paddle-wheeler on the Sacramento River. These were familiar sights in the early days of northern California. Today 28-year-old KNBC is as familiar to the people of northern California as were the wagons and steamboats of the 1850's. It is northern California's best buy.

KNBC

THE STATION OF
NORTHERN CALIFORNIA

50,000 WATTS **680 K. C.**

Represented by NBC Spot Sales

A statement of our business philosophy on our 17th Anniversa

by John Blair, President — JOHN BLAIR & COMPANY

We're solving today's tough problems of radio representation with th proved old principles that brought us success

What lies ahead for radio and television? This year . . . next year . . . and from then on? One thing is sure! The problems are changing. They're getting tougher . . . not easier. Solving them will be tougher . . . not easier. And it's going to take strong, sound, experienced representation . . . working closely with stations, advertisers and agencies alike . . . to maintain the profitable progress of the whole field of broadcasting.

The seriousness of today's problems, including television, has prompted us to review our whole business philosophy. And, having done so, we proudly repeat the basic pledges we first made in 1933 to the broadcasting and advertising fields we serve. These are the principles by which we have grown through 17 years. They are the principles through which the stations we represent have prospered. We are convinced they are the principles which will continue our growth and the success of our stations in 1950 . . . and from then on!

WHAT is the John Blair & Company philosophy?

When John Blair & Company was new we published a simple statement of policy which included these four essential points:

1. To maintain a staff of professional, seasoned advertising men, with radio experience so far as possible.

2. To create and adopt new and better methods of service to advertising agencies and to simplify their time-buying job.

3. To foster such an intimate relationship with the stations represented—to know them so well—that we are able to act as the station itself at the point of sale.

4. To keep faith with our customers by making only recommendations which are conscientious and sincere.

This is still our philosophy of operation. That it has been a sound one has been attested, I believe, by the success we and our stations have known throughout the years.

WHO is John Blair & Company?

The strength of a firm of representatives rests on the people in it. We at John Blair & Company have consistently sought the most experienced, best qualified men available. Consequently we now have an organization that is outstanding in the field of radio representation.

60% of our men have radio station backgrounds. Another 10% have network experience. All others have had broad advertising experience—with agencies, other media or other representative firms.

These men are John Blair & Company. The extreme care with which they have been chosen has resulted in a closely knit, well-integrated staff. Internally, that has meant a congenial, cooperative, efficient relationship. Externally, it has assured the same kind of relationship between us, our clients and our customers and has helped build not only our business but theirs.

WHO owns John Blair & Company?

Under a profit-sharing, stock distribution system—unique in the industry—*only* men who are currently active in this business own John Blair & Company. A generous Employees' Retirement Trust and a liberal Employees' Pension Plan (established more than 10 years ago) further cement the bond between the company and the individuals in it. Blair salesmen have a vital personal interest in doing more than an adequate job because they are paid on a *salary and commission* basis. They are rewarded promptly and substantially for what they produce.

Our men look upon their positions as permanent careers. Personnel turnover is virtually nonexistent, nearly half our staff having been with us 10 years or more. We have no need for constantly educating and training new people. John Blair men know their business; they *own* their business; and they work constantly to develop better ways to better their business. The benefits to advertisers, agencies and John Blair stations are obvious and virtually automatic.

WHAT has John Blair & Company contributed to Radio

We have always felt that whatever

benefited the radio industry benefited us. In our own consistent advertising, in Fortune magazine and numerous trade papers, we have concentrated on developing the use of Spot Radio. Through the years the effect of these campaigns has been felt by us, of course, and by the entire radio industry as well.

Timebuying in the early days was pure guesswork. Stations were remote and buyers unfamiliar with radio practice and potential. In 1933, in an effort to overcome pig-in-a-poke buying, we pioneered the now common practice of auditioning local station productions on our own portable equipment. We followed up with standardized presentations which included case histories, result stories, talent information and other factual data.

We have always worked vigorously to simplify the buying of Spot Radio. We were the first to develop a standard program-schedule form which we made available to our stations at no cost. This form was later adopted by the NAB and distributed widely throughout the industry.

After the 1946 BMB study was released, we originated and distributed standardized coverage-maps and presentations for our stations. These four-page folders included availability sheets, BMB maps and complete BMB breakdowns and marketing information. These forms were adapted by BMB, itself, for distribution in its 1949 study.

We were the first to develop a standard method and form for the presentation of availabilities. We also designed and used standard forms for the presentation of programs and other information on our stations.

Knowing that it takes more than a rate card, a coverage map and an affable personality for a salesman to make an intelligent solicitation, we created a Sales Development Department which keeps our salesmen supplied with effective sales materials of all kinds. All of these things are necessary for successful representation. We pioneered with them and we plan to continue them because they have paid off well—for us and for the entire industry.

WHAT does "represented by John Blair & Company" actually represent?

We are proud of the relationships we enjoy with our stations—many of which go back to the founding of the company. These relationships have been so intimate that we can indeed *act as the station* when doing business with buyers of radio time.

We are proud, too, of the confidence placed in our men by the buyers of radio time. It is an absolute essential to success in this field and one which results only from years of sincere and conscientious service.

These two assets, made more valuable by their rarity, make up the worth of Blair representation. They explain, perhaps more than anything else, the success we and our stations have earned, and the enviable position we hold in the field of radio representation.

WHAT about Television?

The problem of television representation faced us immediately after the war. We recognized that AM broadcasting and television are basically competitive media. We recognized our primary obligation to the AM stations we represent. At the same time, we felt a responsibility to the TV stations which were already seeking our services.

Blair-TV, Inc. was the logical outgrowth of these considerations. Established in 1948, it was television's *first* exclusive national representative. Blair-TV, Inc. recognized and met television's real need for exclusive, hard-hitting, single-minded representation.

That our approach to this problem has been sound is demonstrated in part by the way other organizations have followed our lead. Even more important evidence is the fact that Blair-TV, Inc., in its most competitive television market, has outstripped all competition!

While Blair-TV, Inc. has been expanding to meet the increased needs of television, the sales force of John Blair & Company has also grown substantially. Thus, both organizations are equipped to meet the severe competition which is inevitable. Each can give the stations on its list aggressive representation. Each has its own specialized and fully qualified personnel and its own single goal. Each offers the sure promise of success.

WHERE do we go from here?

The original statement of principle we published many years ago still stands. We feel that by following those principles for the past 17 years, we have kept faith with the industry, our stations and ourselves. We have maintained a staff of seasoned, experienced, successful men. We have made them more effective by giving them an ownership stake in the business and its profits. We have made every effort to improve our service to agencies, clients and stations alike. We have cemented even more firmly our relationships with our stations. And we have preserved the high confidence and trust of those who buy through us.

We have done all these things for one simple reason: to increase the national Spot Radio business done by each of the stations on our list. The measure of our success in doing so lies in the constantly increased billings placed with our stations. We stand on that record . . . proudly!

John Blair & Company is pledged to a continuation of our original principles and to the principle of complete separation of sales-effort on radio and television. We are convinced that there is no better way to produce increasing profitable business for our stations, to provide the finest service to advertisers and their agencies . . . and to continue our own uninterrupted success.

John Blair

John Blair, President

JOHN BLAIR

& COMPANY

REPRESENTING LEADING RADIO STATIONS

OFFICES IN CHICAGO • NEW YORK • DETROIT • ST. LOUIS • DALLAS • SAN FRANCISCO • LOS ANGELES

ON THE
WASHINGTON SCENE

FOR THE FIRST TIME
IN THE GREAT
WASHINGTON MARKET

The Rudy Vallee Show

. . . a smash hit in New York and other cities . . . now bringing to thousands of Washington homes that refreshing Vallee repertoire of stories, anecdotes, tidbits, music . . . plus the sales message of the advertisers who have already boarded this great selling bandwagon.

Monday thru Friday
1:15 to 1:45 pm

CALL
ABC
SPOT SALES

WMAL-TV
WMAL
THE EVENING STAR STATIONS
WASHINGTON, D. C.
WMAL-FM

Agencies

JOHN L. McQUIBB, vice president, partner and manager of Detroit office Geyer, Newell & Ganger, New York, elected to agency's board of directo He also is group director on Nash and Kelvinator accounts in Detroit.

FRANKLYN W. DAYSON, vice president in charge of radio and televisi appointed partner and member of board of Turner, Leach & Co., New Yo He currently directs *Kuda Bux* television show on CBS-TV.

FRANK W. CHAFFEE joins LeVally Agency, Chicago, as vice president in charg of merchandising, June 15. Mr. Chaffee, who works for *American Home* mag zine, is former Western advertising manager of *Look* magazine and has be associated also with Curtis Publishing Co., *Good Housekeeping* and the Chicag *Herald-American*.

R. IAN LAIDLAW appointed associate radio director of Russell T. Kelley Lt Toronto. He has served with CFRB Toronto, CHSJ and CFBC St. John.

ALGOT SWANSON appointed vice president and account executive of Ma Kenzie Inc., Minneapolis. He was formerly account executive for BBDO a McCann-Erickson.

JAMES BURTON, former manager of Hutchins Adv., Hollywood, joins firm New York office as assistant to **H. PIERSON MAPES,** vice president in charg of radio and television, including *Philco TV Playhouse.* Mr. Burton also manager of agency's commercial film production department.

WALTER M. LEE, formerly advertising director of Soft-Lite Lens Co., Ne York, joins copy staff of S. R. Leon Co., New York.

KAY MacKAY, formerly in Ruthrauff & Ryan Inc., Hollywood, radio depar ment, joins Associated Adv., Los Angeles, media and copywriting staff.

LEONARD CAROLTON, agency producer for the *Mark Trail* program, sponsore by Kellogg Co., appointed production director of radio department of Kenyo & Eckhardt, New York.

HERBERT W. COHON, formerly account executive with Redfield-Johnstone In joins Joseph P. Schneider Inc., New York, as head of its new business depar ment.

FRANK McKIBBEN, account executive for Hal Stebbins Inc., Los Angele named vice president of agency.

MRS. MARJORIE ALLEN, formerly with Compton Adv. and McCann-Erickso joins copy department of Kenyon & Eckhardt, New York. **ROYALL SMITH** formerly with Benton & Bowles, New York, also joins copy department.

ED SACHS, formerly with Independent Lithograph Co., San Francisco, join Guild, Bascom & Bonfigli, same city, as production and traffic manager.

EDNAMAY FASANO, formerly with Lynn Baker Inc., New York, joins cop staff of Ruthrauff & Ryan, New York.

CATHERINE BRADY, formerly with General Service Corp., Los Angeles, an one-time executive assistant to **Ed Gardner** of *Duffy's Tavern*, joins Wester Adv. Inc., Los Angeles, as radio and television timebuyer. She replaces **Ruth Johnson,** who left to take government position in Japan.

CYRELLA ANDERSON joins Ruse & Urban, Detroit, as timebuyer after working at Wolfe, Jickling & Conkey, same city.

HECTOR FONTAINE appointed chairman of board of Canadian Advertising Agency Ltd., Montreal. **L. ERIC SCHOFIELD** appointed president and **R. M DAGG,** vice president.

GORDON G. VANDERWARKER, former media coordinator for Benton & Bowles New York, joins BBDO, New York, in same capacity.

GEORGE KLOSSMAN, formerly with Leo Burnett Co., Chicago, joins L. C Cole Co., San Francisco.

JOHN M. MILNE appointed manager of Walsh International Adv. Ltd., Toronto succeeding **ROGER IRWIN,** who recently was appointed Ottawa representative of agency.

RUSS McCOLLUM and **JOHN PERSHING** join Tullis Co., Hollywood, as account executives. Mr. McCollum formerly was in production and management capacity with KFRC San Francisco, KOMO Seattle and KPOA Honolulu; Mr. Pershing in retail merchandising.

XUM

GET OFF THE SPOT!

Be ON the Spot WHEN it Happens

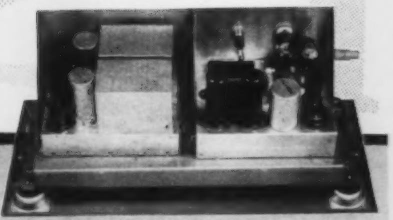
It is a proven fact that dials stay at the station which broadcasts **every** important event. Many events are aired minutes after they happen—there is no time to install lines.

Gates offers the RP-10, a compact highly efficient wide response mobile transmitter . . . complete with antenna and hand microphone, ready to install in your car.

The Gates RP-10 delivers 10 watts of solid signal in the 26 Mc. band over a surprisingly wide area. Any good high frequency AM receiver may be used.

After clamping the antenna to the bumper and attaching to the car battery, you are on the air—on the spot where action means listeners and dollars.

At a very modest price, you can add something new and so dominantly effective that increased business is bound to result. A line on your letterhead will bring the story entitled, "Get Off The Spot—Be On The Spot When It Happens."



GATES

GATES RADIO COMPANY

MANUFACTURING ENGINEERS SINCE 1922

QUINCY, ILLINOIS, U. S. A.

2770 POLK AVE., HOUSTON, TEXAS
WARNER BLDG., WASHINGTON
CANADIAN MARCONI COMPANY, MONTREAL

14% SALES INCREASE IN RECORD TIME...

results in sponsor* adding 6 new markets!

"THE CISCO KID"

*This medium-sized Southern bakery (name on request) tested "Cisco Kid" for 90 days . . . in a market where distribution was thin . . . during the summer, when bread sales are lower.

Now In 2nd Renewal! Results were so sensational—14% sales increase—that this bakery decided to sponsor "Cisco Kid" in six additional markets! "Cisco's" performance, as a record-breaking salesman for many products and services, is ready for your inspection. Write, wire or phone for details. See the proof — before you commit yourself on any Western!

Sensational "Cisco Kid" Promotion Campaign—
From buttons to guns—is breaking traffic records.

LOW PRICED!

½-Hour Western Adventure Program . . . Available 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!

New Business

FELS & Co., Philadelphia, for Felso (detergent), through Elser & Cothra New York, planning spot radio announcements in selected Eastern a Midwestern cities early in June.

ROYCE CHEMICAL Corp., New York (Royox household cleanser), nam Samuel Croot Co., same city, to handle its radio advertising campaign.

CARLSON & SULLIVAN, Los Angeles (steel tape rules), planning June test T spot campaign on Midwestern stations. Campaign to start in Kansas City a proceed to Indianapolis, Minneapolis and St. Paul. If successful, it will extended to other markets. Agency: Steller-Millar-Lester Inc., Los Angel

NEW MINIATURE magazine to be launched in June by *Newsweek* appoin Lennen & Mitchell, New York. Radio and television spots being considered

BLUE SUDS MFG. Co. and **WESTON BISCUIT Co.** appoint Ruse & Urba Detroit. Test campaigns planned in Michigan with radio and TV contemplate

JULES MONTENIER Inc., Chicago (Squeeze Spray deodorant), plannin schedule of one-minute live-action TV spots to be placed in eight marke before mid-June. Agency: Kaufman & Assoc., Chicago.

J. W. MANNY Inc., New York (hearing aid distributor), appoints Norman Waters & Assoc. Inc., New York, to handle its advertising. Radio is planned

ZENITH RADIO Corp., Chicago, entering spot TV for first time late in Ju with series of six one-minute and 20-second commercials for new phonogra combination. Spots expected to be released regionally and to dealers for co- sponsorship. Plan will be introduced with new model at dealer convention Chicago next month. Agency: MacFarland-Aveyard, same city.

BANNER SPECIALTY Co., Philadelphia (automatic merchandising machines appoints Weightman Inc., same city. Television will be used.

JOHN MECK INDUSTRIES, Plymouth, Ind. (TV receivers), names LeVal Agency, Chicago, to handle its national advertising. **Rhodes Newbell** is accoun executive. Radio and TV may be used later.

Network Accounts • • •

MILES LABS., Elkhart, Ind., moves *One Man's Family* from Sun., 2-2:30 p.m (CST) on NBC to slot now occupied by Lucky Strike *Light Up Time*, five- week, 6-6:15 p.m. (CST) starting June 5. In addition, broadcast will b repeated 10-10:15 p.m., both on 149 stations. Agency: Wade Adv., Chicago.

MARS Inc., Chicago (candy), renews Mon. 5:45-6 p.m. segment of *Howdy Dood* on NBC-TV 13 weeks from June 15, adds Wed. and Fri. segments, 5:30-5:4 p.m., on 27 connected stations (Mon. kinescoped on 14 outlets). Agency Leo Burnett, Chicago.

FARMERS INSURANCE GROUP, Los Angeles, June 2 starts 52 week sponsorship of *Proudly We Hail* on full Don Lee Network (45 stations), Friday, 8-8:3 p.m. Agency: Bishop & Assoc., Los Angeles.

TIDEWATER ASSOCIATED OIL Co. buys sponsorship of George Putnam's commentary, *Broadway to Hollywood*, on DuMont Television Network, Wednesday 10-10:30 p.m. Lennen & Mitchell, New York, is agency.

GENERAL MILLS Inc., Minneapolis (Kix breakfast cereal), June 5 starts sponsorship of five weekly *Frances Scully* program Monday through Friday, 3:00-3: p.m., PDT, on full ABC Pacific network (23 stations). Contract for 52 weeks Agency: Tatham-Laird Inc., Chicago.

Adpeople • • •

J. E. DREW, associate director of public relations for Lever Bros., named director of public relations, and **G. F. GAMBER**, associate director of personnel named director of personnel. Both have been with company for past two years

CHARLES G. MORTIMER Jr., vice president in charge of marketing for General Foods Corp., elected to board of directors. He has been with General Foods since 1928 and in 1947 was named to his present post.

Handwriting on the Wall—1950!

To Belshazzar, king of ancient Babylon, the fearful warning on the wall of his banquet hall came too late. That very night he and his kingdom were destroyed.

Here in America there's handwriting on our own walls today: "EXCESSIVE DEBT LEADS TO DISASTER!"

Our public debt . . . national, state and local . . . staggers the imagination. Worse yet, through the so-called policy of "Deficit Spending," we are plunging deeper and deeper into the red. *We're spending money we don't have.*

These spending policies now endanger the security and prosperity of all American business and industry, both large and small, and of their employes, stockholders and customers. That means, of course, that the security and prosperity of *you* and *you* . . . and *everyone else* . . . is at stake, too!

Take a look at the record. During America's first 152 years (1789 to 1941), the federal government spent a total of 180 billion dollars. Now, in the *five years* ending June, 1950, it will have spent 217 billion dollars. *That is 37 billion dollars more, spent in the last five years alone, than was spent during the first century and a half of our nation's existence.*

Any man can create a false and temporary prosperity for himself by living beyond his income and by borrowing money to make up the difference. Would *you* handle your own family finances that way? Of course not. Nor would any sensible business man handle his company's affairs in such a manner. A day of reckoning always comes. Debts *must* be paid.

The policy of "Deficit Spending" has now increased the federal debt to 256 billion dollars. Your share of this debt burden is $1700. Your wife and each member of your family owes that much, too. So does every person in America. Each of your children must face the future, carrying a $1700 mortgage, as of today. It may be more next year.

There is one answer to this frightening problem . . . SIMPLE, SENSIBLE, DAY-BY-DAY ECONOMY. Most of us practice that kind of economy in our private lives. Isn't it time we started to practice that same kind of economy in our national, state and local governments, too?

SEND FOR THESE FREE BOOKLETS TODAY!

Republic has prepared interesting booklets on two of today's most important economic problems. Booklet titles are "Profits" and "Is Bigness Bad?" Address Republic Steel Corporation, 3100 East 45th St., Cleveland 1, Ohio, and simply ask for "Economic Booklets."

REPUBLIC STEEL

Republic Building, Cleveland 1, Ohio

A GOOD PLACE TO WORK—
A GOOD PLACE TO STAY

REPUBLIC STEEL

Alloy, Carbon, Stainless Steels • Cold Finished Steels • Plates • Bars • Shapes • Strip • Sheets • Tin Plate • Pipe • Tubing • Bolts • Nuts • Rivets • Nails • Pig Iron • Coal Chemicals • Farm Fence • Wire • Fabricated Steel Products.

Milestones

► WCSC Charleston, S. C., May 14 observed its 20th anniversary on the air. Slogan for the CBS voice of coastal Carolina is "1390 since 1930." Assigned 500 w when it went on the air in 1930, WCSC now operates with 5 kw. Owned by John M. Rivers since 1944, the station has grown from four fulltime people in 1930 to a staff of 28 fulltime employes.

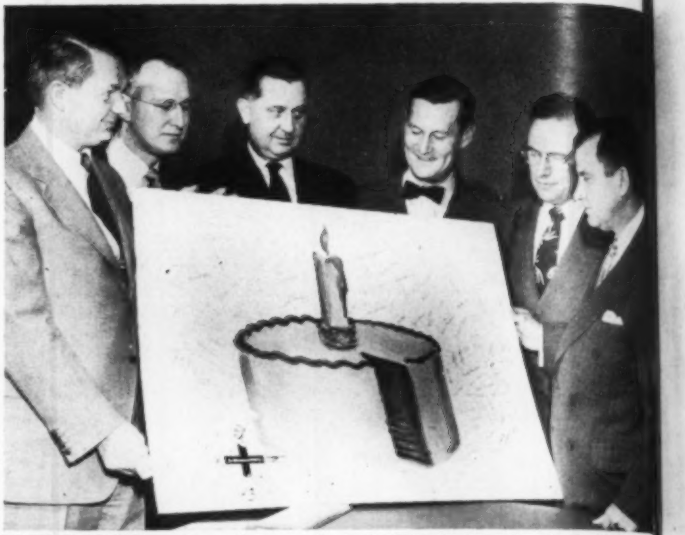
► Utilization of booth space at the 1950 Builders' Show helped WING Dayton, Ohio, publicize its 25th anniversary last month. Motif for the WING display was furnished by a three-tiered 4½ foot cake, 10 ft. in diameter, done in white and silver and featuring 25 lighted candles. Pictures of WING personalities on blue, white and silver posters flanked the cake on each side.

► The "WIS Hired Hands" hillbilly group April 16 celebrated their 14th year of continuous broadcasting on WIS Columbia, S. C. Heard twice weekly, with an early-morning and a noon-time show, members of the group are "Snuffy" Jenkins, Ira Dimmery, Tommy Faile, Marion Kyser and Grady Lindler.

► NBC's *Your Hit Parade* observed its 15th anniversary April 22. The show's first stars when it made its debut in 1935 included Lennie Hayton and his orchestra, Gogo De Lys, Johnny Hauser, Charles Carlisle and Kay Thompson. Current singing stars are Jeff Clark and Eileen Wilson with Raymond Scott as conductor.

► KDYL-TV Salt Lake City marked its second anniversary April 19 with a special half-hour show. Mayor Earl J. Glade complimented the outlet for its record of performance. In addition, the TV audience was taken on a "behind the scenes" tour of more than 6,000 square feet of floor space in the KDYL-TV Playhouse.

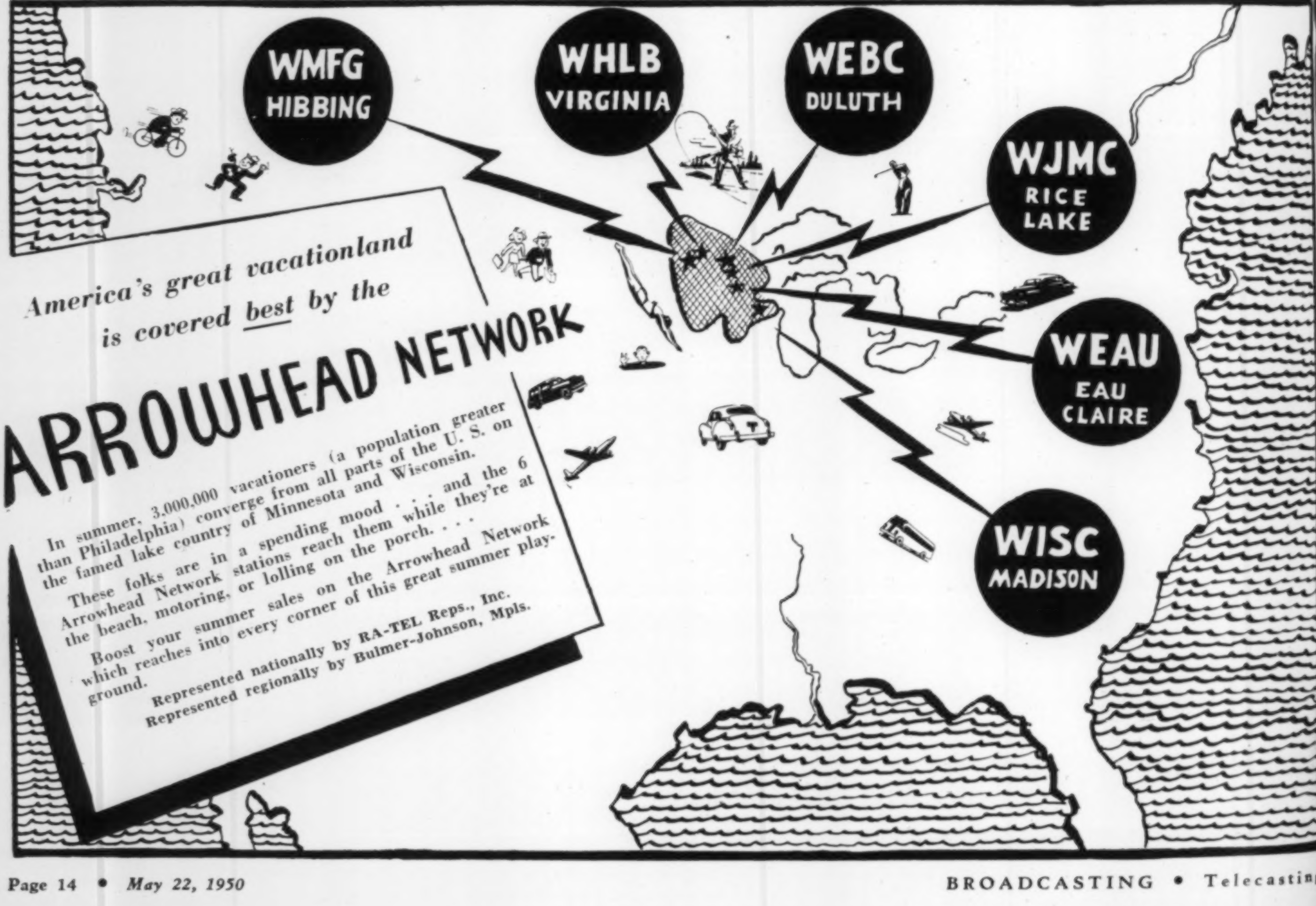
► In recognition of his fifth anniversary with KWK St. Louis, Disc Jockey Gil Newsome was feted May 3 in St. Louis by 65 leading personalities in the music and record business worlds. Also joining in the tribute to Mr. Newsome were civic leaders, including Mayor Joseph Darst who presented him with a special citation, and praise from colored and religious leaders recognizing Mr. Newsome's efforts to improve inter-racial relations in St. Louis.



THEY KNEW he was coming, so Mutual officials baked a "cake" for M President Frank White (r) to help celebrate his first anniversary at t helm of the network. Attending the presentation of the sketch, which be signatures of Mutual employes, are (l to r): Theodore C. Streibert, chairm of the board; E. M. Johnson, vice president in charge of engineering a station relations; James E. Wallen, treasurer and comptroller; Robert A Schmid, vice president in charge of promotion, advertising and researc William Fineshriber, vice president in charge of programs, and Mr. Whi Luncheon was held May 1 [BROADCASTING, May 1].

The hour-long salute included a special tribute over Mutual during the 15-minute origination from the Chase Hotel.

► WATR Waterbury, Conn., last month celebrated the 12th anniversary of its telephone quiz sh *Phone Your Answer.* Claimed b WATR to be the oldest of its ki in New England, the program h been produced and emceed by Sa Elman, station manager, since i inception in the pre-war day



America's great vacationland is covered best by the

ARROWHEAD NETWORK

In summer, 3,000,000 vacationers (a population greater than Philadelphia) converge from all parts of the U. S. on the famed lake country of Minnesota and Wisconsin.

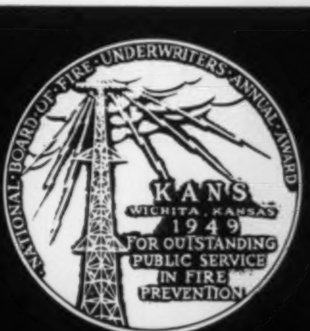
These folks are in a spending mood . . . and the 6 Arrowhead Network stations reach them while they're at the beach, motoring, or lolling on the porch. . . .

Boost your summer sales on the Arrowhead Network which reaches into every corner of this great summer playground.

Represented nationally by RA-TEL Reps., Inc.
Represented regionally by Bulmer-Johnson, Mpls.

For the most meritorious public service rendered by a radio station in the United States in promoting greater safety from fire in its community . . .

The National Board
of
Fire Underwriters
Presents its


NATIONAL BOARD OF FIRE UNDERWRITERS ANNUAL AWARD
KANS
WICHITA, KANSAS
1949
FOR OUTSTANDING PUBLIC SERVICE IN FIRE PREVENTION

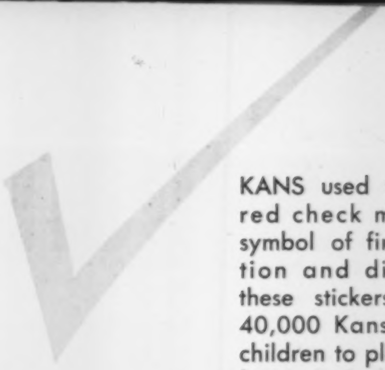
1949
Gold medal award
to
Radio Station

KANS

and

GEORGE GOW

KANS *News Editor*



KANS used the above red check mark as a symbol of fire prevention and distributed these stickers to over 40,000 Kansas school children to place in their homes.

Children such as the group shown here were visited at their respective schools and appealed to personally by KANS representatives. These children agreed to obey instructions including pasting up the red check stickers and at all times to be on the alert for fire hazards around their homes.

George Gow, KANS News Editor, and the dynamic leader in this Fire Prevention Campaign, gave every available minute to talk to the school children, to write and phone personal appeals to the fire officials in neighboring cities. Gow closed each night's broadcast with the admonition: "Be *sure* to check your house against fire before going to bed!"

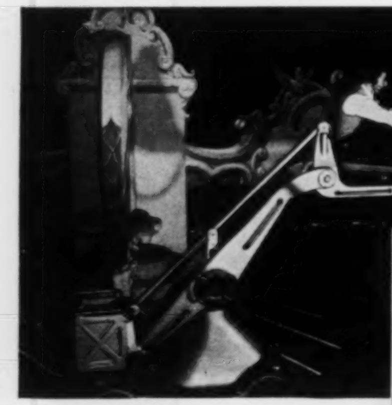
Tops in News

KANS
WICHITA, KANSAS

5000 WTS. DAY
1000 WTS. NITE
1480 K.C.

Affiliated with
NBC
National Representatives
THE TAYLOR CO., INC.
NEW YORK • CHICAGO • DALLAS
LOS ANGELES • SAN FRANCISCO
PORTLAND • ATLANTA • SEATTLE

America's Key Network St
TV Equipment ...



WJZ-TV uses this RCA De Luxe studio crane to get dramatic viewing angles, smooth panning of big scenes, approaches, retreats.

WJZ-TV's Empire State transmitter room is completely RCA-equipped. It includes a 5-kw transmitter (plus 2.5 kw for FM sound), a 500-watt stand-by transmitter, control console, antenna diplexer, vestigial side-band filter, dummy load.

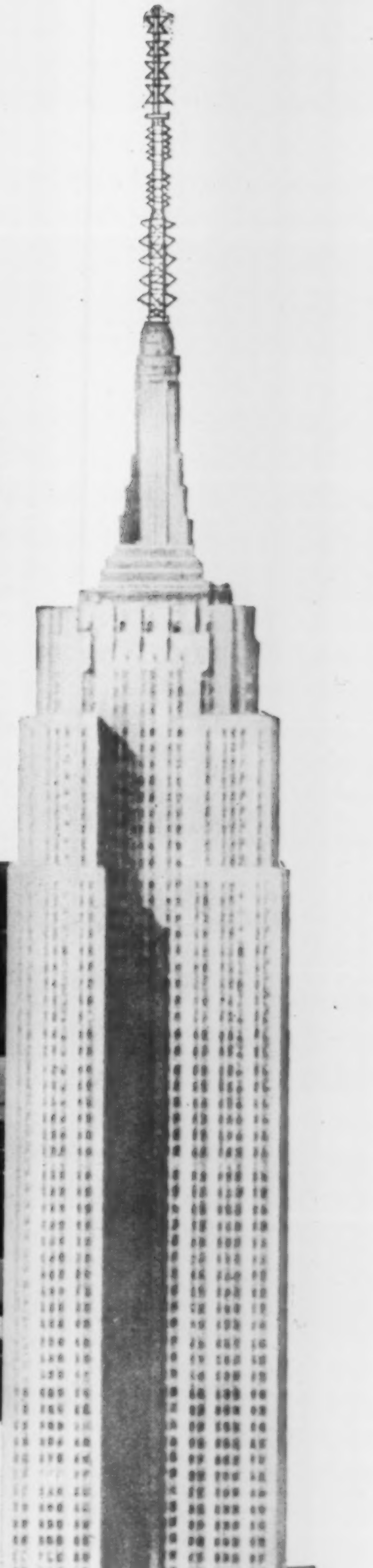
WJZ-TV's famous ABC Studio One—and its six other TV studios—is RCA-equipped with cameras, dollies, booms, stands, mounts, microphones, and accessories.

WJZ-TV
WJZ · TV
TELEVISION
WJZ TE

WJZ-TV uses two fully-equipped RCA field trucks—including seven field cameras.

Stations Use RCA

...WJZ-TV, for instance



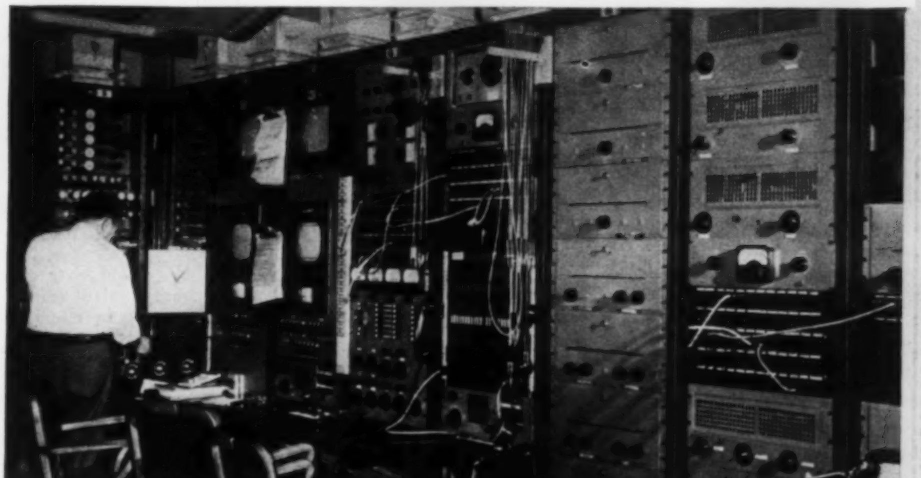
NOW ON THE AIR from atop the world's tallest television tower . . . the Empire State building in New York City . . . WJZ-TV is setting an enviable record for wider coverage, and brighter, clearer pictures over the vast Metropolitan area.

We are proud that the superior service of this important ABC network station is backed by equipment designed and built by RCA. Seven modern studios, complete with RCA's new remote video relay switching system. A modern film-projection and film-recording room—complete with four Kinefoto film recorders. A fleet of field trucks—with all necessary gear. A complete transmitter room with all associated equipment.

Good reason why WJZ-TV can count on continued unexcelled performance from its new Empire State location.

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal



Master Control Room. All seven control rooms of WJZ-TV use RCA equipment—video consoles, program console, audio consoles, microphones, turntables.

WJZ-TV uses RCA Studio Cameras

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Draws Comments

EDITOR, BROADCASTING:

Just wanted to say thank you for the nice story [Respects, BROADCASTING, April 24] . . . Since the . . . issue came out, I've had quite a few complimentary comments about the column. . . .

Beatrice Adams
Executive Vice President,
Gardner Adv., St. Louis

* * *

Cites Cancer Report

EDITOR, BROADCASTING:

BROADCASTING's many informative features and excellent industry news coverage long have been among my most reliable means of keeping abreast of developments in the field.

It was especially gratifying, then, for me to read your "In the Public Interest" column in the May 15 issue. The 11 reports of what radio stations and networks did during the recent Cancer Crusade summarize what we have known the industry has been doing—giving the American Cancer Society vigorous, ingenuous and determined assistance in its efforts to bring about the control of cancer.

May I take this means of again thanking radio for its splendid and invaluable support of our work. And may I also congratulate BROADCASTING for its good sense and fairness in giving recognition to a phase of radio which is too often sniped at and too seldom applauded.

Walter King
Director, Radio and TV
American Cancer Society Inc.
New York

* * *

Not Worried About TV

EDITOR, BROADCASTING:

Is television hurting AM radio? When your magazine becomes an 80-page TELECASTING with a 12-page BROADCASTING insert, then I'll begin worrying about radio's future.

But not until then.

Art Leavitt
Announcer
KOCY Oklahoma City, Okla.

* * *

Evaluating Radio

EDITOR, BROADCASTING:

My congratulations to the man who wrote "John's Other Bull" [BROADCASTING, May 8]. Some of our learned pedagogues confuse everybody except the man who is spending his money. Apparently it took Shakespeare several hundred years to become the immortal bard and required classroom reading, but when he wrote—he wrote for money. And, he came out of the most commercially productive era in English history.

Back in 1940 I took a young lady from the Australian BBC on a guided tour through Radio City, New York. She was amazed by the stupendous organization and the splendor. She had to admit that things were a bit stuffy on the BBC.

Most of us today are no better at evaluating our culture than most of Will Shakespeare's contemporaries were in his day. But radio is on the rack for being a medium of trash and I say that the day the college professors stop picking on us is the day we'd better evaluate ourselves.

Bill Roche
Promotion Director
WFBR Baltimore

* * *

Only Lord Haw Haw

EDITOR, BROADCASTING:

I wonder if Dean Kenneth G. Bartlett of Syracuse U., whom you spanked in your editorial "John's Other Bull" [BROADCASTING, May 8], has ever stopped to realize that while the American broadcasting industry has produced dozens of radio stars and personalities who get small fortunes for personal appearances in Great Britain, the only English radio personality ever to receive much publicity in this country was the late Lord Haw Haw. Even he had to take lessons from Axis Sally who broke him of his dull and boring air habits acquired from too many years listening to the BBC.

Thomas B. Newsom Jr.
Radio Station Sales
Transfer & Investment
Melbourne, Fla.

* * *

Defends Peabody Award

EDITOR, BROADCASTING:

I think that BROADCASTING missed the point in its editorial criticism of the Peabody Award to Harold Ross [BROADCASTING, May 8]. Terminal Radio Inc. broadcast by direct line rather than a radio transmitter, and thus, in the technical sense, was not "radio." Nevertheless, the audience, on hearing transcribed music, commer-

(Continued on page 64)

WSBT

DON'T FORGET TO ADD

MISHAWAKA

WHEN YOU STUDY

SOUTH BEND SALES FIGURES!

Saleswise, the two cities of South Bend and Mishawaka are one. They are separated only by a street. Together they form a single, unified market of 160,000 people.

This two-city fact makes a big difference in South Bend's national sales ranking. For example: in 1949, South Bend ranked 85th in the nation in retail sales, with a total of $161,266,000. But, when you cross the street and add Mishawaka's 1949 retail sales, the total jumps to $190,907,000. That figure boosts South Bend-Mishawaka to 72nd place nationally—instead of 85th!

Be sure to add Mishawaka when you count up South Bend sales figures. Remember, too, that these sister cities are just the *heart* of the South Bend market. The *entire* market takes in more than half-a-million people who spent more than half-a-billion dollars for retail purchases in 1949!

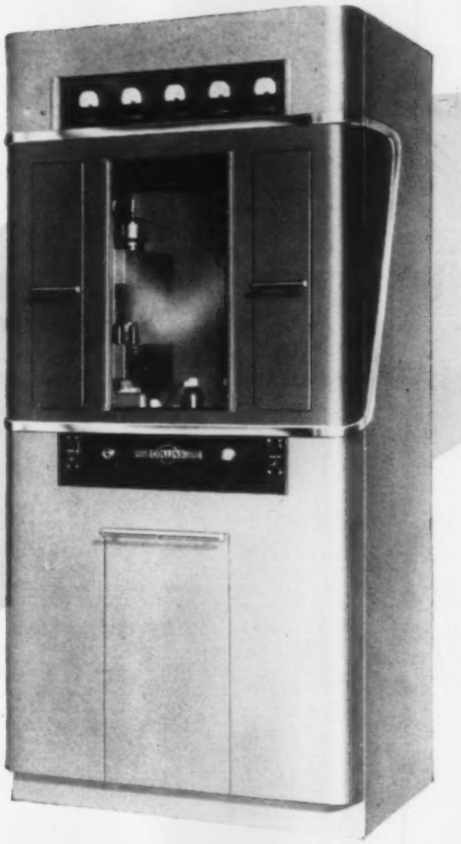
WSBT—and only WSBT—covers *all* of this rich and responsive market.

Figures from Sales Management's 1950 "Survey of Buying Power"

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE



The New Collins 20V One-Kilowatt AM Transmitter

Here's Pinchpenny in Person

It is 1950's great engineering gift to the harassed, cost-conscious AM broadcaster.

A brand new one-kilowatt transmitter that will get by on a leaner operating and maintenance budget than ever before, while delivering a thousand fat watts of power to a transmission line.

This new, ultra-frugal transmitter, the Collins 20V, is the product of new engineering techniques resulting from research conducted during the past five years, and only recently available in terms of tubes and other components. It obsoletes the engineering of pre-war 1940.

The modulator and power amplifier tubes used in the new Collins 20V are high gain tetrodes, of types that have regularly chalked up operating life records of 4,000 to 8,000 hours, even at FM broadcasting frequencies. Their characteristics permit great simplification in associated circuitry, and the use of low-drain receiver type tubes in the driver stages. Only 16 tubes are employed in the entire transmitter. The replacement cost of the complete tube complement is only $217.10.

Whether you are thinking of building a new station or replacing an obsolete thousand-watt transmitter, get all the facts about the Collins 20V. Write, wire or phone your nearest Collins representative.

FOR BROADCAST ECONOMY, IT'S . . . COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St.	**2700 W. Olive Ave.**	**1330 N. Industrial Blvd.**	**Dogwood Road, Fountain City**	**417 Rosalyn Ave.**
NEW YORK 18	**BURBANK**	**DALLAS 2**	**KNOXVILLE**	**DAYTONA BEACH**

First
in Dollar Value
in
NASHVILLE
Because
WKDA
Delivers
the
Audience

3RD ANNUAL AUDIENCE REPORT
(Hooper Station Audience Index)
CITY: NASHVILLE, TENNESSEE MONTHS: Jan.-Dec., 1949

Total Coincidental Calls—This Period-

INDEX	HOMES USING SETS	WKDA	"A"	"B"	"C"	"D"
Total Rated Time Periods	25.3	21.7	26.1	22.0	18.3	10.1

Represented By
FORJOE & CO., INC.
T. B. Baker, Jr., General Manager

NASHVILLE, TENN.
WKDA
MUSIC • SPORTS • NEWS

Feature of the Week

RELUCTANCE of a Muskegon, Mich., department store to employ radio as an advertising medium soon evaporated following twin promotions on WKNK Muskegon this spring. Results of the Grossman's department store radio campaign gave rise to this comment from Louis Grossman, vice president of the firm, to Don Mann, WKNK general manager:

"We are convinced that WKNK is a medium to obtain results. Part of our new advertising budget has been allocated for radio on WKNK. We feel confident that our new program with you, *Koffee Klatter*, will bring immediate results for us and our co-sponsor, General Electric. Enclosed please find the signed contract for the show. . . ."

Promotion consisted of a series of daily spot announcements with two live 15-minute interview type programs aired from the fourth floor of the store April 13-22. Grossman's ran several tests on WKNK. One day a setting of silverware for six with each purchase of a major GE appliance was offered. The unanticipated response made it necessary for the store to withdraw the offer the next day. Three days after the twin promotion programs ended, Mr. Grossman signed a contract.

Checking last-minute radio plans are Messrs. Grossman (center l) and Mann.

* * *

All promotion, the shows *Grossman Days* and *Grossman's Housewares Fair* and spot announcements, was aired only on WKNK. No other medium was used. *Koffee Klatter*, Mr. Mann explained, follows the format of the test shows—interview type and broadcast direct from the store.

On All Accounts

HUGH S. HOLE, radio and television director for Brooke, Smith, French & Dorrance, Detroit, is a baseball fan, but he's wondering if TWO opening days in the same season aren't too much.

When Goebel Beer decided to bring Detroit fans the opening day ceremonies from Cleveland on both AM and TV this year, it meant a flying trip home from Colorado for Hugh to make all necessary arrangements in the city across the lake. Then, three days later, back to Detroit for the opener there.

This was the first time an out of town opening game was brought directly to Detroit viewers and listeners, but was in line with a standing Goebel policy to bring direct all important series involving the Tigers. Under BSF&D guidance, the Goebel Network has now grown to 36 stations in Michigan and Ohio. In addition, a selected number of games are telecast by WWJ-TV Detroit.

HUGH

Slim, quick-grinning Hugh got an early exposure to radio and radio personalities on a trip to New York to visit his brother, Leonard, who was one of the earliest employes of Benton & Bowles, and active in early radio shows. There Hugh was thrown into the company of such old timers as Tiny Ruffner and the cast of the "Show Boat."

Returning home to Greensboro, N. C., Hugh could think of nothing else but a career in radio. This ambition persisted through four years of prep school and the U. of North Carolina where he was graduated in 1942 with a B.A. in dramatic arts. This drama training has served him well many times in his rapid advance in radio and TV.

"No training could possibly have helped me as much," he says. "After all, a stage is a stage, and I felt perfectly at home in TV operations."

Hugh's earning power is no secret, either. He readily tells that he started with Benton & Bowles in 1942 as a mail boy, for the "huckster" salary of $19.52. Of his progress since those days, he openly confesses: "I've had a raise."

Like all ambitious men, in 1946 he decided to go into business for himself, and with his brother, Leonard, and several other partners, he formed Television-Radio Enterprises to develop and market

(Continued on page 69)

k-nuz
SUCCESS
STORY!
No. 5

Mr. Reeves W. Hendershot
Gulf Brewing Company

Pale Dry Grand Prize has moved from seventh position to Houston's LARGEST selling beer in just a few scant months.

"The phenomenal rise and public acceptance of Pale Dry Grand Prize," according to Reeves W. Hendershot, Vice-president in Charge of Sales at GULF BREWING COMPANY in Houston, "was due to the cooperation of retailers and salesmen who merchandised our intensive media campaign. And I heartily attribute a good portion of their success to our 12 quarter-hours and 21 announcements carried weekly over K-NUZ."

Upon request K-NUZ will be happy to furnish complete story of the success of the GULF BREWING COMPANY, or you can contact Mr. Reeves W. Hendershot at 5301 Polk, Houston, Texas.

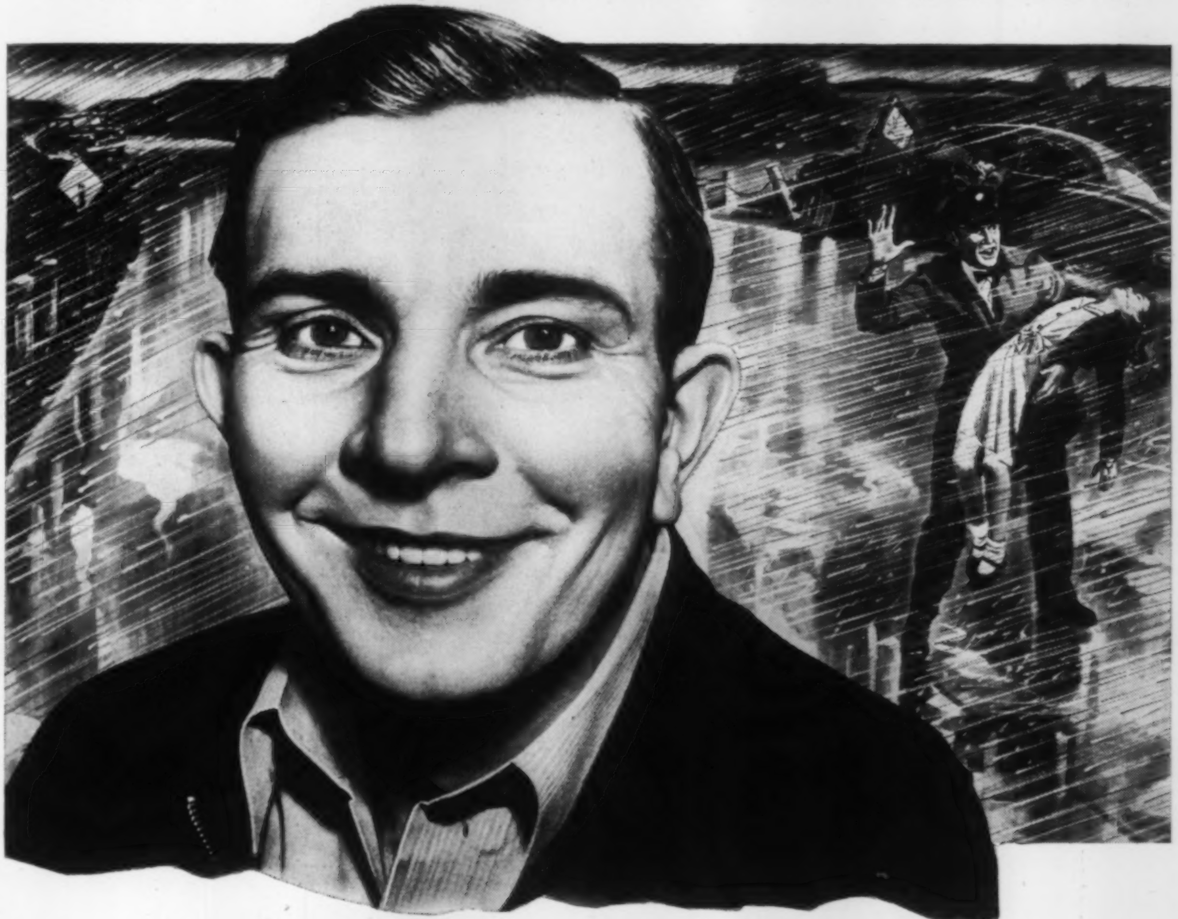
Grand Prize Advertising Is Prepared By Foote, Cone and Belding, Houston Office.

Before you buy the Houston market check the top Hooperated availabilities K-nuz offers. You'll be dollars ahead in sales and savings.

CALL, WIRE OR WHITE
FORJOE: NAT. REP.
DAVE MORRIS, MGR.
CE-8801

k-nuz
(KAY-NEWS)
9th Floor Scanlon Bldg.
HOUSTON, TEXAS

MEN YOU LIKE TO MEET



LLOYD REISNER "1950 DRIVER OF THE YEAR"

A blinding storm. A wrecked car. A mother deep in shock. In her arms a horribly hurt little girl—in danger of bleeding to death.

Lloyd Reisner, edging his truck cautiously through the deluge, stares through the windshield.

His air-brakes check his momentum as his alert eyes see the wreck.

Pulling off the road, Reisner jumps from his cab.

Reisner gave first aid; his training and instruction as a truck driver had given him the instinct to do the right thing in a crisis.

In desperation, he commandeered a car—and holding the little girl in his arms, applied pressure to the throat arteries to stop the dreadful hemorrhaging.

Then—with the little girl safely hospitalized and her life saved—he went on about his job.

For this deed and for his many years of competent, safe, *accident-free* driving for the Hancock Truck Lines Inc., Indianapolis, Ind., Lloyd Reisner was selected from among hundreds of candidates as the trucking industry's 1950 Driver of the Year.

* * *

Last year's winner, Martin Larson of St. Paul, Minnesota, saved a trapped car driver from certain death by freezing.

The year before, it was Verl Langford of Buena Vista, Colorado, who ran 7 miles down a mountainside to bring help to a badly injured group of motorists, saving their lives.

Some of these drivers have *over a million miles* of accident-free driving. They are safe, courteous and trained in first aid, often by the American Red Cross. Next time you are in trouble on the highway, chances are it is the truck driver who will offer help.

They are Men You Like To Meet.

©1950, American Trucking Associations

THE *AMERICAN TRUCKING* INDUSTRY

AMERICAN TRUCKING ASSOCIATIONS, WASHINGTON 6, D. C.

"You say radio is the best buy?"

Yes, sir, we do! You can reach more people at lower cost through radio than any other advertising medium.

And in Baltimore, the way to get the absolute *maximum* from your advertising dollar is to buy W-I-T-H. No other station delivers so *many* listeners at such *low* cost.

That means low-cost results. That means that small appropriations on W-I-T-H do *big* things. Call in your Headley-Reed man for the whole story today.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, President • Represented by HEADLEY-REED

BROADCASTING
TELECASTING

Vol. 38, No. 21 WASHINGTON, D. C., May 22, 1950 $7.00 A YEAR—25c A COPY

CBS QUITS NAB

Withdraws Its 7 Outlets; ABC Expected To Follow

NAB FACED at the weekend the problem of maintaining normal services without benefit of possibly $65,000 in dues as the result of resignation of CBS and its owned stations and the apparently imminent withdrawal of ABC and its owned-and-managed outlets.

CBS notified NAB Wednesday it was preparing a letter of resignation. ABC appeared on the verge of resigning. NBC and MBS did not withdraw.

The CBS action culminated a year of discontent with NAB functioning, an attitude shared to some degree at least by the three other major networks [CLOSED CIRCUIT, Feb. 20].

All four networks had aired their views last Monday at an NAB-instigated joint luncheon held in New York.

Whether the CBS withdrawal would start a chain reaction affecting NAB's very life could not be foretold, but the network's announcement said it hoped independently owned stations would not follow the example. There were no immediate portents of wholesale resignations.

Strict Economy Started

Withdrawal of CBS and indication that ABC would pull out came as the industry's trade association was starting to operate on a policy of strict economy under direction of William B. Ryan, installed just a fortnight ago as general manager.

"We'll live with it," one top NAB official told BROADCASTING Thursday, reflecting the general attitude at NAB Washington headquarters. While no effort was made to conceal chagrin at loss of key industry support, it was noted that for many years prior to 1945 the association had only two of the four networks on its rolls.

From 1942 to 1947 networks had been active members, with MBS having joined in 1945. The bylaws were amended in 1947, at network suggestion, to give them associate rather than active status and removing them from board membership except through representation of an owned station.

In a statement explaining its resignation, CBS cited NAB duplication of functions the network already performs for itself. If there were other factors, such as reported dissatisfaction over executive personnel or the association's legislative record, CBS did not mention them in its official announcement.

NAB declined to comment Thursday on the ground that it had not been officially notified and had no way of knowing what CBS was doing. Unofficial disclosure came with a series of phone calls from reporters anxious to know if the association had any comment.

Acclaim Accorded

Just as CBS was giving NAB unofficial notice Wednesday of its withdrawal, the association was being acclaimed for its active opposition to President Truman's FCC reorganization project (Plan 11) which was defeated in the Senate (see story page 26).

The membership defections came as B. Walter Huffington reported to NAB headquarters as field director, with the job of conducting a one-man membership drive in the field. Mr. Huffington formerly was manager of WSAP Portsmouth, Va. [BROADCASTING, May 15].

NAB officials insisted that services would be continued on a normal basis, aside from the drive for strict economy in all phases of association operation. Staff fear of immediate personnel cuts was discounted.

The 1950 NAB budget runs about $800,000 a year. Mr. Ryan has been reviewing the budget carefully and conducting a detailed study of departmental functions. He has full administrative charge under President Justin Miller and will submit a detailed budget report to the board when it meets in Washington June 20-22.

In leaving the association, to which it paid $5,000 a year as an associate member, CBS also withdrew its seven owned stations. The network's total dues amounted to an estimated $40,000 a year.

The NAB dues of ABC and its five owned and managed stations are estimated between $25,000 and $30,000 a year. NAB itself refused to divulge the dues on the ground the information was confidential.

Speculation Arises

Future attitude of the other two national networks toward NAB membership continued to be the subject of speculation at the weekend.

Suggestion was heard that some stations historically outside NAB's

(Continued on page 40)

AUDIENCE DIVISION

Independents Prosper

INDEPENDENT STATIONS have felt the competition of TV less keenly than have network affiliates in the same cities.

Television to a substantial degree is creating its own audience.

These two conclusions arise inevitably from examination of the accompanying tables which compare the average evening ratings of all programs—network radio, non-network radio, TV—and the way the total evening audience is shared among these three for March-April of this year and the same period a year ago, as measured by The Pulse Inc. in five major markets for which data for both years was available.

General Trend Seen

Five markets do not make a nation, but when they all show the same general trends and differ only in detail they may be assumed to present a significant picture of audience changes in the past year in cities which have both radio and TV program service.

Table I, showing average sets-in-use from 6 p.m. to midnight, or average ratings, if you prefer, reveals that in all five cities the total broadcast audience has increased from last spring to this. To put it another way, more people were found listening or looking during

(Continued on page 24)

TABLE I

THE AVERAGE ¼ HOUR SETS-IN-USE

6 p.m.-12 Midnight—From March-April Radio Reports

	Mon.-Fri.		Saturday		Sunday		Entire Week	
	'49	'50	'49	'50	'49	'50	'49	'50
NEW YORK								
All Indies	9.6	11.3	9.8	12.3	4.7	7.7	8.9	11.0
Networks	20.5	18.6	17.2	15.8	26.7	20.8	20.9	18.6
All TV	5.0	15.3	3.9	15.6	4.9	14.4	4.8	15.3
All Radio	30.1	29.9	27.0	28.1	31.4	28.5	29.8	29.6
Total Homes using Radio or TV*	35.1	43.2	30.8	41.9	36.2	39.6	34.6	42.7
PHILADELPHIA								
All Indies	5.4	4.9	5.5	5.3	3.2	3.4	5.1	4.7
Networks	21.8	17.3	20.8	15.3	27.4	19.9	22.5	17.4
All TV	4.5	14.4	3.3	12.5	4.3	13.3	4.3	14.0
All Radio	27.2	22.2	26.3	20.6	30.6	23.3	27.6	22.1
Total Homes using Radio or TV*	30.7	34.9	29.2	31.7	34.1	35.2	30.9	34.5
BOSTON								
All Indies	4.9	4.9	6.0	5.6	2.8	3.2	4.8	4.7
Networks	24.6	22.4	22.3	21.3	28.6	25.1	24.8	22.5
All TV	1.4	9.5	2.0	9.0	2.3	9.5	1.6	9.5
All Radio	29.5	27.2	28.3	25.9	31.4	28.2	29.6	27.2
Total Homes using Radio or TV*	30.9	35.5	30.3	33.8	33.7	36.7	31.2	35.6
CHICAGO								
All Indies	5.9	5.8	7.3	5.9	5.1	4.0	6.0	5.6
Networks	21.2	17.3	18.5	13.3	22.7	17.8	21.1	16.8
All TV	2.2	12.1	1.7	12.2	2.4	12.8	2.1	12.3
All Radio	27.1	23.1	25.8	19.2	27.8	21.8	27.1	22.4
Total Homes using Radio or TV*	29.1	33.7	27.4	30.4	30.2	33.5	29.1	33.3
CINCINNATI								
All Indies	6.5	4.7	7.2	5.6	4.5	4.1	6.4	4.8
Networks	27.5	22.5	24.3	19.9	29.0	23.1	27.3	22.3
All TV	.9	9.8	.6	9.8	1.1	9.9	.9	9.8
All Radio	34.0	27.2	31.5	25.6	33.5	27.2	33.7	27.1
Total Homes using Radio or TV*	34.9	35.8	32.1	34.6	34.6	36.0	34.6	35.8

* May be higher than the total of radio plus TV as some homes reported using both.
Source: The Pulse Inc.

Audience Division

(Continued from page 23)

the evening hours in March-April 1950 than in March-April 1949.

Television should be credited with adding new members to the overall broadcast audience and with increasing the total amount of time spent on broadcast entertainment—either oral or visual—as well as blamed for converting yesterday's radio listeners into today's video viewers.

It is perhaps noteworthy that New York, which has had regular TV programming longer than any other U. S. city and therefore might be assumed to be less affected by TV's novelty appeal than any other city, shows the largest percentage increase in total audience of the five cities reported. In fact, the total radio audience in that city showed almost no change during the year, with the full growth in the TV audience being matched by the increase in total audience during the 12-month period.

The relative positions of network radio, non-network radio and TV are more clearly shown in Table II, comparing share of total mentions—or share of audience—among the three forms of broadcast entertainment. This table, which reflects the competition among the three classes, shows for all cities the same general changes in the past year: TV share has increased and radio's share decreased, with network stations losing more heavily than the non-network stations.

Type of Programming

This situation seems a natural result of the type of programming which TV offers, programs that in general compare closely with those offered by the radio networks—name stars, elaborate musical and variety shows, big dramatic productions and the like. Conversely, TV has very little of the music-and-news type of programming which is the basic formula of much of non-network station operation.

The disc jockey, often the most popular attraction of an independent station, has no exact counterpart in TV. It is a logical conclusion, therefore, that people who formerly spent most of their listening hours tuned to network stations should more quickly transfer their affections to television where they find the same type of entertainment, while those who prefer the independent station type of entertainment stay with radio because they can't find this kind of programming in television.

A corollary explanation for TV making deeper inroads into network radio audiences than into the audiences of independent stations arises from the economic status of TV set-owners. Families in the upper income brackets have generally been the first purchasers of video receivers, with TV sets gradually moving down into the middle and lower income groups as set prices decline and as the amount of TV programming available to the community increases.

Network programming rates highest with the upper income groups, research indicates, with non-network programming most popular with the middle and lower income bracket families. If more TV sets go into the homes of families who prefer network radio programs than into homes of those who do not, it should follow that the network programs will lose more listeners than the non-network broadcasts.

Close observers of the radio-television situation in New York believe that this conclusion should not encourage the independent broadcasters to think they have nothing to worry about and can sit still and watch their network competitors waste away. TV sets are already moving into middle and lower income class homes and at a constantly accelerating rate, they point out. And once a TV set has entered the home, the impact of sight-and-sound programs is bound to make some impression on even the most faithful disc jockey fan.

The answer given by one radio-television veteran is simple: All radio broadcasters, network and independent alike, have got to do the best program jobs they possibly can, have got to offer new program ideas, new program formats, new stars, to keep 'em listening instead of looking.

TABLE II

SHARE OF TOTAL MENTIONS

6 p.m.-12 Midnight—From March-April Radio Reports

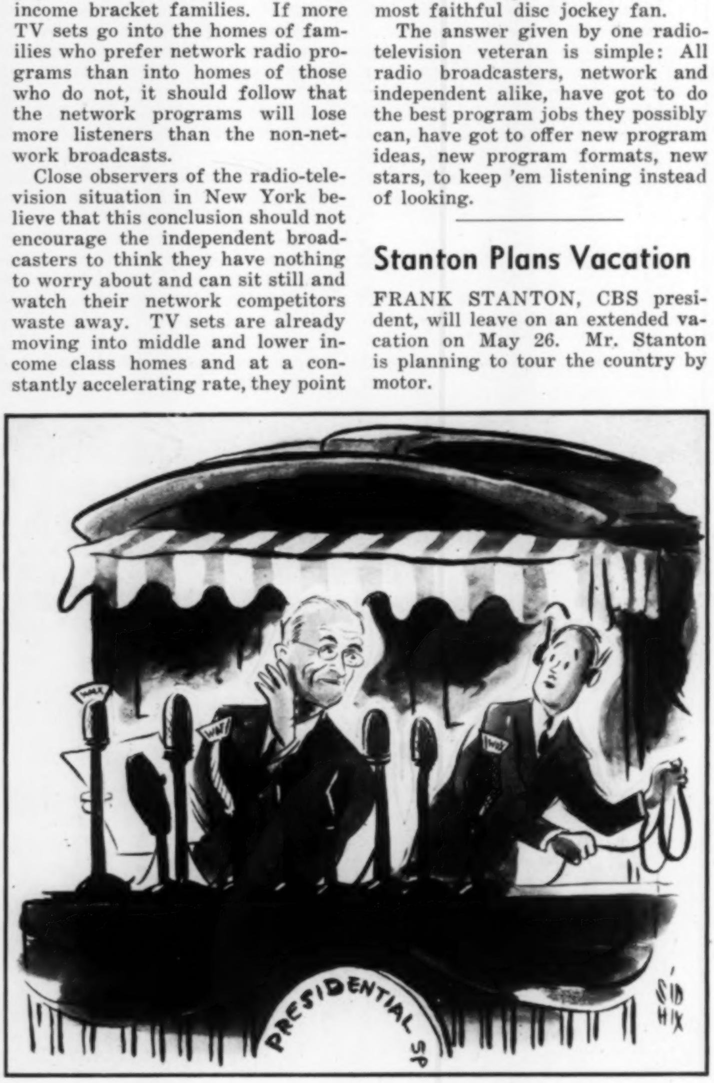
	Mon.-Fri.		Saturday		Sunday		Entire Week	
	'49	'50	'49	'50	'49	'50	'49	'50
NEW YORK								
All Indies	27.0	25.4	31.7	28.5	13.0	17.8	25.6	24.8
Networks	58.6	41.0	55.6	36.2	73.7	49.0	60.5	41.4
TV	14.4	33.6	12.7	35.3	13.3	33.2	13.9	33.8
PHILADELPHIA								
All Indies	17.2	14.1	18.8	16.5	9.3	9.5	16.1	13.7
Networks	68.7	47.3	70.2	46.4	78.3	54.9	70.5	48.3
TV	14.1	38.6	11.0	37.1	12.4	35.6	13.4	38.0
BOSTON								
All Indies	16.5	13.8	19.5	16.1	9.3	8.3	15.9	13.3
Networks	79.1	60.7	74.1	58.4	84.1	65.8	79.1	61.2
TV	4.4	25.5	6.4	25.5	6.6	25.9	5.0	25.5
CHICAGO								
All Indies	21.0	17.0	27.4	19.2	17.2	11.7	21.2	16.5
Networks	71.7	49.1	66.7	42.4	75.0	51.7	71.6	48.6
TV	7.3	33.9	5.9	38.4	7.8	36.6	7.2	34.9
CINCINNATI								
All Indies	18.5	13.1	22.8	16.1	13.9	10.9	18.5	13.2
Networks	78.5	60.9	75.3	56.6	83.7	62.7	78.8	60.6
TV	3.0	26.0	1.9	27.3	2.4	26.4	2.7	26.2

The Pulse Inc.

* * *

Stanton Plans Vacation

FRANK STANTON, CBS president, will leave on an extended vacation on May 26. Mr. Stanton is planning to tour the country by motor.



Drawn for BROADCASTING by Sid Hix

"Is this counted as a public service or will I be charged regular rates?"

MARY DUNLAVEY

Is Cohen's Head Timebuyer

MARY DUNLAVEY, former timebuyer with Cunningham & Walsh, New York, has been appointed head of the timebuying department of the Harry Cohen Advertising Co., New York.

Miss Dunlavey

Miss Dunlavey takes over her new duties today (May 22). While with Cunningham & Walsh, she handled the Auto-Lite and Chesterfield spot campaigns. Before that she was with Pedlar & Ryan and Ruthrauff & Ryan, both New York. At the latter agency, she placed one of the largest spot announcement campaigns in radio history for Pall Mall with its "On Land, On Sea and In the Air" schedule. She also placed time for Lever Bros.

At the Cohen agency Miss Dunlavey will handle the Grove Labs and Fitch Shampoo accounts, both active radio and television users.

HAMM CAMPAIGN

50 Outlets Set by Beer Firm

MORE than 50 stations will be used for the advertising program of Hamm's beer during the spring and summer months, Clyde E. Rapp, advertising director of the Theo. Hamm Brewing Co., St. Paul, announced last week.

Mr. Rapp said Hamm's has agreed to sponsor baseball broadcasts in Duluth, St. Paul and Moorhead, Minn.; Fargo, N. D.; Sioux Falls, S. D., and Wichita, Kan. Sportscasts and news broadcasts have been purchased from California to Wisconsin on an individual market basis. The Intermountain Network also is included and Transit Radio is being used in Houston, Mr. Rapp said.

Brewster Joins M-E

ROBERT J. BREWSTER, program manager of WOR-AM-TV New York, joins McCann-Erickson, Chicago, as executive assistant for radio and television. He will report to Homer Havermale, vice president in charge of the Chicago office. James Shelby continues as radio and television director. Mr. Brewster formerly worked as an account executive at J. Walter Thompson Co. in New York and at JWT in New York and Hollywood as a radio producer. He produced the Bing Crosby show for five years.

Carlos Franco Weds

CARLOS FRANCO, general executive of Kudner Adv., New York, married Gisele de Bueno of New York, on May 10 in New York City.

RETURN BOUT IN TALENT FIGHT

NBC Plans 'Raids'

STRUGGLE for leadership between CBS and NBC last week was erupting in such intensity that NBC had abandoned the defensive tactics it chose two years ago—when CBS began raiding its talent—and was in the raiding business itself.

NBC's top brass was personally leading what it hoped would be a series of successful forays, not only to capture some stars from CBS but also to tie up Bob Hope, a current NBC attraction.

Joseph H. McConnell, NBC president, and Mannie Sacks, whom RCA hired away from Columbia Records Inc. a few months ago to become a top talent executive of RCA Victor, were in Hollywood making overtures to half a dozen stars, some of them now on CBS.

The revision in NBC tactics was obviously caused by the ascendancy of CBS in both audience ratings and radio billings. Within recent weeks, through all kinds of promotional and sales techniques, CBS has repeatedly announced its claims to network leadership in both areas.

Last week CBS publicly unveiled its latest presentation, "Radio's Extra Profit Margin," which asserts that because of its expenditure of $30 million since 1946 in acquiring top talent and building programs CBS has won "the largest weekly circulation of all networks . . . both night and day" (see story page 39).

Quotes PIB Figures

In the same presentation, CBS reports Publishers Information Bureau figures showing that CBS led all networks in radio billings in the first quarter of this year.

The CBS promotional campaign has emphasized that its audience and billings figures are for 1950, plainly a counter to an NBC promotional campaign which has run in newspaper ads and elsewhere that claims NBC leadership on the basis of BMB figures (for 1949) and on total 1949 PIB billings.

"One factor above all others has created for CBS advertisers this extra profit margin," the new CBS presentation asserts. "CBS, alone of all the networks, has acted on the principle that effective programming comes before anything else in the endeavor of broadcasters."

Two years ago, when William S. Paley, CBS chairman of the board, enticed *Amos 'n' Andy* and Jack Benny to CBS from NBC on the basis of "capital gains" deals, NBC let it be known that its strategy was to resist joining the high bidding for talent.

At a meeting of stockholders of RCA, parent company of NBC, Brig. Gen. David Sarnoff, then RCA President and chairman of the board, outlined that strategy in response to a stockholder's question. Gen. Sarnoff said at that time that it was not NBC's intention to let talent prices get out of hand.

The eminence of Mr. Sacks in the Hollywood negotiations was not without significance. As one of the most active talent chiefs in the CBS executive ranks, he had assisted Mr. Paley in turning more than one of the big star deals.

To some of the stars who were being sought, joint NBC and RCA Victor contracts were being offered, a hitherto unprecedented unification of effort by RCA and its subsidiary.

Competitive bidding is keen with top executives from both NBC and CBS making flying trips to Hollywood for talks with such names as Mr. Hope, Groucho Marx and Dinah Shore.

Niles Trammell, NBC chairman of the board, and Mr. McConnell, as well as Mr. Paley and Frank Stanton, CBS president, and James Seward, CBS vice president in charge of program packages, are among New York executives who have been handling talks.

Although Mr. Hope is said to be safely in the NBC fold on a long term contract for radio and television, it is still a question if he will remain with that network or accept a CBS offer.

All the major points of a contract have been settled, Mr. McConnell let it be known when in Hollywood last week, but there are many minor ones to be clarified before the deal is definitely consummated.

Offer Stock Purchase

The NBC offer to Mr. Hope includes purchase for $1 million stock of his corporation and in addition a five year contract which would pay him $10,000 weekly if he works or not. It covers radio as well as video.

Contracts are yet to be signed, according to James L. Saphier, radio-TV agent for Mr. Hope.

Meanwhile, there is considerable speculation as to Mr. Hope's radio status with Lever Bros. Although he has made formal request to sever relations, his contract with that firm has three years more to go. Future plans also depend greatly upon this settlement.

Whether Mr. Marx's *You Bet*

(Continued on page 41)

WITT JOINS CHCM&S

Is Head of New L. A. Office

Mr. Witt

APPOINTMENT of Harry W. Witt as general manager of the newly established Los Angeles offices of Calkins & Holden, Carlock, McClinton & Smith Inc., New York agency, was announced last week by H. L. McClinton, agency president.

Mr. Witt was for four years assistant general manager of the Columbia Pacific Network and KNX Hollywood and more recently was general manager of KTTV (TV) Los Angeles, owned by CBS and the *Los Angeles Times*.

ANA Names Waters

FRANCIS M. WATERS Jr., former assistant director of market research and public relations for Cluett, Peabody & Co. Inc., New York, last week was appointed assistant to Paul B. West, president, Assn. of National Advertisers Inc.

NAB BUSINESS GROUP

U. S. Leaders Named

TOP FIGURES in American business and industry will cooperate with broadcasters in mapping economic trends and planning for the future through the NAB Business Trends Committee.

This move to bring the nation's industrial giants into close relationship with broadcasters developed at the NAB board meeting in Chandler, Ariz., last February [BROADCASTING, Feb. 13]. NAB President Justin Miller last week announced formation of the board-approved project.

First meeting of the committee, which thus far includes 19 members, is scheduled July 11 in New York. Other members may be named prior to the opening session.

Judge Miller announced the purpose of the trends committee is "to bring together at regular intervals the best minds in American industry to chart out, through discussion and interchange of ideas, the status of the American economy and to supply NAB members with basic information concerning the business and economic trends within our free enterprise system."

Participating in the committee activities for NAB will be Judge Miller; William B. Ryan, general manager; Richard P. Doherty, employe-employer relations director and Robert K. Richards, director of public affairs.

Judge Miller and Mr. Doherty have discussed the committee's objectives with a large number of business and industrial leaders since the board's approval of the project last February. They have met enthusiastic support.

Committee deliberations will be reported to the NAB membership in an economic letter to be prepared by Mr. Doherty following each session and through regular reports to the membership, which Mr. Richards will edit.

Will Expand Soon

"Nineteen men who epitomize American industrial and business leadership thus far have accepted my invitation to serve on the NAB Business Trends Committee," Judge Miller said. "This number will be expanded in the near future by the addition of a few more business advisors and representatives selected from NAB's network and station membership.

"The men whose genius is responsible to a great degree for the stability of America's economy have recognized unanimously the values of such activity as that represented in the NAB Business Trends Committee. Their willingness to discuss with network and station broadcasters problems of mutual interest speaks for the importance they attach to such discussion.

"I am confident that through this continuing association, business and industrial leaders not only will contribute much to their mutual business pursuits but will develop ideas and information that will serve immeasurably the cause of a free economy to the benefit of our nation's welfare."

Members of the committee are:

William M. Rand, president, Monsanto Chemical Co.

S. Bayard Colgate, chairman, Colgate-Palmolive-Peet Co.

Herman W. Steinkraus, president, Bridgeport Brass Co.

Keith McHugh, president, New York Bell Telephone Co.

Raymond W. Fogler, president, W. T. Grant Co.

J. Cameron Thompson, president, Northwest Bancorporation

R. W. Moore Sr., president, Canada Dry Ginger Ale Inc.

Gilbert W. Chapman, president, Yale & Towne Mfg. Co.

William A. Berridge, economist, Metropolitan Life.

Murray Shields, vice president and economist, Bank of Manhattan

Allen H. Temple, vice president and economist, National City Bank of New York

Dexter Keezer, economist, McGraw-Hill Publishing Co.

Thomas Holden, president, F. W. Dodge Co.

John Sinclair, president, National Industrial Conference Board

Marion B. Folsom, treasurer, Eastman Kodak Co.

Lloyd Brace, president, First National Bank of Boston

Paul F. Clark, president, John Hancock Mutual Life Ins. Co.

Harry A. Bullis, chairman, General Mills Inc.

Robert C. Tait, president, Stromberg-Carlson Co.

FCC REORGANIZATION

President's Bill 'Vetoed' by Senate

A CONCERTED campaign by NAB and other radio factions was credited with defeat of President Truman's FCC "reorganization" plan last Wednesday as the Senate "vetoed" the controversial proposal by a slim margin.

The President's plan to vest administrative and executive functions in the FCC Chairman was beaten by a vote of 50-23—one more than the constitutional majority of 49 needed to keep it from becoming effective tomorrow night (Tuesday).

The "defeat," one of five suffered so far by the Administration on reorganization measures (without a victory), culminated a spirited drive by opponents, including Sens. Edwin C. Johnson (D-Col.) and Ernest W. McFarland (D-Ariz.) of the Senate Interstate & Foreign Commerce Committee; Sen. John L. McClellan (D-Ark.), chairman of the Executive Expenditures Committee; and the Federal Communications Bar Assn.'s executive committee, as well as NAB.

Though no official comment was forthcoming from NAB, the association assuredly was gratified with the result, which many observers felt had stemmed largely from NAB's campaign carrying the fight to both member and nonmember stations. NAB had received over 200 replies from stations reporting action on the plan and this week plans to send out detailed reports summarizing the proposed legislation, according to Ralph Hardy, NAB government relations head.

Sen. Johnson Led Fight

Sen. Johnson led the floor fight to reject the plan after the Senate Executive Expenditures Committee had reported "adversely" his resolution, on which technically the Senate acted.

Simultaneously, in bi-lateral blasts at FCC and Chairman Wayne Coy, he quoted the committee's report charging that FCC was the "only" agency which "declined to cooperate" in the compilation of memoranda requested by Sen. McClellan's group, and that Chairman Coy "countermanded" a report requested by the committee and prepared by the Commission (see story page 38).

Sen. Johnson noted the FCC Chairman is appointed by the President and questioned a statement by Sen. Hubert Humphrey (D-Minn.) that no "dictatorship" is involved in the Truman plan. Sen. Johnson declared:

"The Commission prepared a report, Congress wanted that report, but Mr. Wayne Coy vetoed the request. I call that dictatorship . . . This plan gives all the powers of the Commission to the Chairman so that he can become, in the operation of the Commission, a complete dictator, just as he indicated he would become when a committee of the Senate asked him for a report . . ."

Sen. Johnson had obtained unanimous consent to set aside only 30 minutes for debate, a move strongly protested by Senate Majority Leader Scott Lucas (D-Ill.), who defended the Truman plan along with Sen. Humphrey.

Question of Appointment

Pointing out that the issue involves a "fundamental principle of government involving an arm of Congress," Sen. McFarland noted a "distinct difference between transferring certain functions of a commission to a man who owes his appointment as chairman . . . to the President . . . and transferring [them] to a Chairman who owes his appointment . . . to the Commission itself."

Staffs of independent agencies have become "more and more important and Commissioners must consult them for advice and for expert opinions, Sen. McFarland noted.

"Are the Commissioners going to have to consult staff members who do not owe allegiance to them? Are [they] to be placed in a position where they will not be able to function independently because staff work and staff opinions, on which they must rely, are prepared under the direction of the Chairman, who, in turn, is wholly within the domination of the executive?" he asked Senate colleagues.

Sen. McFarland then quoted FCC's statement on the Hoover Commission recommendations:

> **The Commission believes that the existing provisions of sections 4 and 5 of the Communications Act of 1934 provide sufficient flexibility to enable the Commission to delegate to the Chairman necessary authority to expedite Commission administrative activity. Under these provisions the Commission has over a period of years delegated increasing powers to the Chairman with respect to administrative matters. Administrative order No. 8 has recently been adopted setting forth this principle of Chairman initiative in Commission administration. . . .**
>
> **To the extent that any additional legislation may be deemed advisable to expressly designate the Chairman as the chief executive officer of the Commission, the language proposed in section 5 (a) of S. 1973, a bill providing for extensive changes in Commission procedure and organization which was favorably reported by the Senate Committee on Interstate Commerce on July 21, 1949, would appear to meet such requirements. . . .**

Conceding that Chairman Coy had favored the plan as a means of relieving other Commissioners of day-to-day administrative details [BROADCASTING, May 1], Sen. McFarland noted that "only one other member" (Comr. E. M. Webster) had "supported him" and that two others (Comrs. Rosel Hyde and George Sterling) had opposed it in statements filed during hearings on the proposal.

Opposition from FCC

Sen. McFarland said he assumed the rest of the Commission took no "official position publicly" because they had previously adopted and submitted to Congress their opposition report to Hoover Commission recommendations.

Sen. McClellan, who served on the Hoover Commission, told the Senate that it was "never the intent of the Hoover group to concentrate power under the Chief Executive" and claimed the Hoover task force findings and Commission recommendations were not necessarily always identical. He charged that there is not a "$1 of savings in any of the plans."

At one point in debate on reorganization, which also included a plan covering Interstate Commerce Committee, also defeated, Sen. Johnson remarked: "There is a well-known saying in Washington: 'Commissioners may come and go, but the staff goes on forever'."

Sen. Lucas thought it "ridiculous and fallacious" that the Chairman

(Continued on page 42)

ENJOYING a between-sessions chat during National Assn. of Radio Station Representatives' May AM clinic are (l to r): Louis Moore, Robert Meeker Assoc.; Fred Hague, George Hollingbery Co.; Richard Grahl, William Esty Co., guest of the association, and Lewis Avery, Avery-Knodel Inc. and NARSR president.

APRIL NETWORK GROSS

Down 5% From '49

GROSS time sales of the four nationwide networks in April totaled $15,918,672, down 5% from April 1949, according to data compiled by Publishers Information Bureau.

For the first four months of the year, gross radio network time sales amounted to $65,252,973, a decrease of 4.5% from the like period of last year. For television PIB cannot supply comparable figures for the two years as the DuMont TV Network billings are no longer available it was announced.

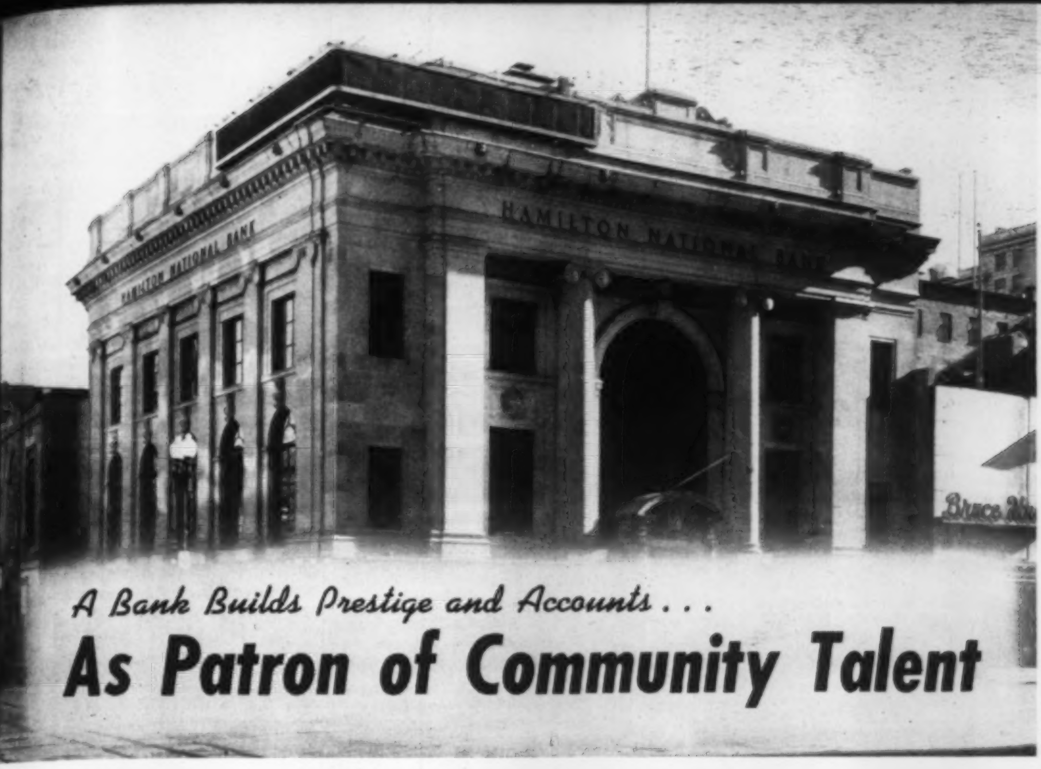
NETWORK RADIO

	April 1950	April 1949	Four Months 1950	Four Months 1949
ABC	$ 3,136,891	$ 3,893,784	$13,339,364	$16,046,208
CBS	6,056,316	5,569,965	23,911,229	22,607,449
MBS	1,441,452	1,757,432	5,932,426	7,086,604
NBC	5,284,013	5,542,138	22,069,954	22,545,740
TOTAL	$15,918,672	$16,763,319	$65,252,973	$68,286,001

NETWORK TELEVISION

	April 1950	April 1949	Four Months 1950	Four Months 1949
ABC	$ 371,422	$ 47,359	$ 1,152,379	$ 98,6[illegible]
CBS	896,776	186,616	2,724,717	617,5[illegible]
Dumont	........*	87,851	...........*	292,7[illegible]
NBC	1,154,982	477,843	4,350,564	1,568,[illegible]
TOTAL	$ 2,423,180	$ 799,669	$ 8,227,660	$ 2,577,[illegible]

* Not Available



A Bank Builds Prestige and Accounts . . .

As Patron of Community Talent

THE HAMILTON National Bank in Washington, D. C., received climactic acclaim May 14 for its radio series—first in the history of the institution.

That day, an audience made up of Congressmen, the city's board of education and superintendent of schools, bank officials and hundreds of students listened at Constitution Hall to nine finalists compete for music awards.

Roots of Hamilton's initial radio project were formed early this year when the bank became personality conscious in the realization that well-aged institutions can gather moss as easily as non-rolling stones.

To become the friendly, neighborhood bank (it has branches in residential areas), Hamilton decided to swing into a radio campaign that would reach John Q. Public and possibly entice him to the cashier's cage.

At the least, bank officials would be satisfied to keep the institution before the eyes of depositors and non-depositors in the Washington area. If the campaign managed to obtain new accounts, so much the better.

Waterfield Plans

Fortified by his client's approach, John E. Waterfield, president of Admasters Advertising Inc., Washington, outlined plans for this goodwill and business wise venture to officials at WMAL Washington.

Mr. Waterfield explained that the bank wanted to step down from its lofty financial pedestal accepted by so many of its peers. In more specific terms, the idea was to lend assistance to deserving high school musicians.

A talent contest would be held. Students selected from the city's 26 parochial and public high schools would have their performances recorded. A panel of prominent Washington artistes and music critics would pick the winners from these tapings. Hamilton would recognize the winners by awarding them scholarships. Other finalists would receive lesser awards.

WMAL felt the big recording job could be done and joined in the project with enthusiasm. At the same time, a city-wide promotion campaign involving school posters and newspaper ads was launched. Student reception was lusty.

Mitchell Heads Judges

Howard Mitchell, director of the National Symphony Orchestra, gave the idea his blessing and accepted an invitation to head a panel of prominent judges: Warner Lawson, dean, Howard U. school of music; Rt. Rev. John K. Cartwright, rector, St. Matthews Cathedral; Patrick Hayes, concert bureau operator, and music critics of the four Washington dailies.

Appointments were made with each of the high school musical directors. J. Wilton Peters, Hamilton assistant president and public relations chief; Jack Logan, director of AM operations, WMAL, and Mr. Waterfield checked school auditoriums for peculiarities which could arise during high fidelity recording.

Following this survey, the lengthy recording job got underway. WMAL Announcer Jack Henry was chosen to be master of ceremonies at the schools during the recordings. By the end of January, all the city's high school students had heard their musically talented friends introduced by Mr. Henry as entrants in the talent contest. Some 62 vocalists and 82 instrumentalists had their solo performances recorded. In addition, school glee clubs, bands, orchestras—even a fife and drum corps—were recorded to lend a change of pace.

But the big job had only begun. A tremendous task of editing was required to bring the shows into sharp, interesting focus that would entertain and hold the radio audience.

Impartiality was assured by requesting the judges to hear the performers on playbacks of the high-fidelity tape. When the judges selected the best talent, the announcer's voice was dubbed in, giving explanatory remarks and introductions of students by name. Music was both classical and popular, with the former category predominating.

Debut of Series

The curtain lifted on the series Feb. 14. The 26 programs, each a half-hour, were placed on WMAL on Tuesday at 8:30 p.m. and on Sunday at 5 p.m. every week. By the first week of May, the semifinals were held, 20 contestants competing for the finals. Nine were selected, three in the vocalist category and six instrumentalists.

Thus on May 14, the finalists were the products of a radio search that had touched upon talents of some 150 aspiring youngsters. At the ceremony, Dr. Sigmund Spaeth, lecturer and writer on music, and in the past eight years in radio on ABC's *Metropolitan Opera Quiz*, presented the winning soloists with their awards—a $500 scholarship to a school of music. Other semifinalists were given trophys.

In addition, honors were bestowed on the high school with the best musical presentation during the contest, the school with the finest choral singing and the one with the best orchestra.

As early as the first few weeks of the series, results were enlightening to Wilmer J. Waller, president of the bank. Not only did Hamilton begin to notice a large amount of goodwill as seen by batches of letters and postcards and a deluge of telephone calls, but new faces were appearing at the savings account window.

A number of new depositors mentioned they were opening accounts in appreciation of what Hamilton was doing for the city's youth. One letter received from a new depositor said the account was being placed for an unborn baby "because you are doing such a fine thing. . . ."

Aids Musical Life

A local official echoed these sentiments from another approach. Richard Bales, music director, National Gallery of Art, said the program series would prove to be an important development in the musical life in Washington. Eventually, he opined, the series would make its "contribution toward a finer American music culture."

This radio success has not been lost on Hamilton officials. A total of 400 unsolicited letters praising the program have been received. Present Hamilton plans call for an annual contest series. It is estimated that this year's campaign cost the bank approximately $30,000.

Hamilton National Bank's first radio project rang a bell in its ivory tower. Now that it has mixed freely with the powerful medium of radio, Hamilton is rediscovering what traditional radio-users already know—goodwill makes good business.

* * *

EXAMINING awards prior to the finalists' appearances are campaign planners J. Wilton Peters (l), assistant bank president, and John Walterfield, Admasters Advertising Inc.'s president.

* * *

HAMILTON trophy is awarded Hendrick Essers (l), high school orchestra director, by Dr. Sigmund Spaeth as William J. Waller, bank president, smiles approval.

On the dotted line . . .

ASSURING broadcast, via studio re-creations from Western Union wire reports, of every other New York Yankee baseball game over WNOR Norfolk, Va., this season are (l to r): Earl Harper, WNOR general manager; Charles Sweeney, WNOR acct. exec., Parker New, gen. mgr., New Bell Storage, sponsor.

SETTING contract to air *Dugout Chatter* on WWDC Washington prior to every Washington Senator baseball game this year, are Bob Wolff (l), WWDC sportscaster, and Jack Blank, owner of Arcade Pontiac Co., sponsor of the program. Mr. Wolff also does part of play-by-play of the Senators games

AGREEMENT for KERG Eugene, Ore., to air games of the Far-West League's Eugene Larks is set by (l to r): Seated, Monte LeFors, general sales mgr., Davidson Baking Co., sponsor; L. W. Trommlitz, KERG mgr.; standing, Herb Michael, KERG sales mgr.; Don Hall, Davidson sales; Walt Nellis, Larks.

EXCLUSIVE rights to broadcast the Toronto Maple Leafs ball games for two years go to CKEY Toronto, as deal is completed by (l to r): Seated, Joe Zeigler, Toronto baseball club mgr.; Hal Cooke, CKEY mgr.; standing, Sportscasters Joe Crysdale and Hal Kelly. Broadcasts are sponsored by Imperial Oil Ltd.

SPONSORSHIP of a quarter-hour sports review over KFH Wichita, Kan., six days a week for 26 weeks, is okayed by J. W. Gerhardt (seated r), president, Conway Springs Bottling Co. Looking on are (l to r) Sportcaster Glen Perkins, Sales Mgr. Bob Hix and Gen. Mgr. Frank Webb, all of KFH.

FOR a third year, Globe Brewing Co. (Arrow beer), Baltimore, agrees to sponsor home games of the Petersburg Generals on WSSV Petersburg, Va., Setting plans are (l to r): Louis H. Peterson, pres., WSSV; Edward E. Phillips, local Arrow distributor; Jack Laflin, WSSV sports dir.; Ray Moss, WSSV gen. mgr.

INKING contract for sponsorship of Mutual's *Game of the Day* major league broadcasts on WCBI Columbus, Miss., is W. E. McClure (seated), owner-operator of a chain of furniture stores in Mississippi. With him are Bob McRaney (l), gen. mgr., Mid-South Network, and J. W. Eatherton, WCBI mgr.

LONG-term pact to sponsor WCPO Cincinnati's *Man in the Street* program is arranged by (l to r) Sam Johnson, WCPO acct. executive; Vernon Curran, setting the deal for the Streitmann Biscuit Co., sponsor; Bill Dawes, m. c. on the show, and Glenn Clark Miller, WCPO station director.

WIRE FEES

WU Ponders FCC Action On Baseball Charges

WESTERN UNION was pondering its next move last week after FCC affirmed—and seemingly strengthened—an examiner's decision holding unlawful the assessment of special charges for its baseball play-by-play reports when used by networks.

Upholding Examiner Elizabeth C. Smith's initial decision [BROADCASTING, Jan. 9], FCC ordered WU to eliminate the special $2 charge it has been levying upon subscribers for each additional station to which they furnish the play-by-play service.

The same ruling applies in the case of a $1 additional charge which the telegraph company fixes for each non-subscriber station carrying, from a subscriber, after-the-game summaries of the highlights of play.

The extra charges, FCC ruled, are "discriminatory" since they apply to radio stations but not, for example, to press associations which similarly transmit the reports to several newspapers. Further, FCC said, use of the reports by several stations in a network does not increase Western Union's expenses in providing the service.

Western Union authorities said they could not determine their next step until they have studied the decision thoroughly.

But there was speculation that the company may appeal to the courts or perhaps undertake some other tariff revision which might cost sports-service users as much or more in the long run.

Fee 'Unreasonable'

More clearly than the initial decision, FCC's final ruling branded the $2 charge not only discriminatory but "unreasonable"—a label which users almost certainly would cite in protest if WU should seek to eliminate "discrimination" by imposing a similar $2 fee for each client served by the press associations.

Some observers thought the company might undertake to withdraw the challenged tariff altogether, leaving their regulations with no specific provision for network broadcasting of the sports reports.

This was the situation which existed before the $2 fee was imposed in April 1949. WU claimed that until 1948 it did not know that networks were using its reports and that, in fact, the status of the tariffs at that time did not permit their use by stations not owned by subscribers to the service.

WIND Chicago, however, which operates the Midwest Baseball Network and which was one of the chief complainants against the $2-per-station additional charge, claimed on the other hand that the pre-1949 tariffs definitely did contemplate use of the reports by more than the subscriber station.

On this point FCC's decision sided with Western Union. It held WU violated the Communications Act by knowingly permitting subscribers to broadcast the reports to non-subscribers in a network in 1948, even though WU said it did so in order not to upset the stations' schedules and with clear notice that additional charges would be made for such network use in 1949.

If WU withdraws the contested tariffs and is not overruled by the Commission, then presumably each station which wishes to carry the reports would have to subscribe and accordingly would have to pay, instead of the $2-per-game charge, the basic subscriber's rate—which averages about $23 per game.

Question of Rebates

The question of rebates by Western Union for the "discriminatory" charges collected since the case has been under FCC consideration—which encompasses all of the 1949 season as well as the 1950 season to date—has not been raised and was not mentioned in FCC's decision. Presumably, however, the company will be faced by a claim for these collections.

WIND, whose complaint touched off the Commission's investigation, organized the Midwest Baseball Network in 1947 to carry games of the Chicago Cubs. The network had grown to some 32 stations in 1949, and also received, from WJJD Chicago, games of the Chicago White Sox and other American League teams. Western Union facilities are used when on-the-scene broadcasts cannot be made.

In the case of the Midwest Baseball Network, the $2 extra charge increased the network's operating costs by about $3,000, FCC found. Most of its broadcasts were on-the-scene accounts, not dependent on WU reports.

In addition to WIND, KFBC Cheyenne, Wyo., participated in the FCC hearing as key station feeding baseball accounts to some 18 stations on the basis of reports furnished by Western Union.

Agencies Shift

THREE top Chicago agencies are shifting into new locations at the Palmolive Bldg., 919 N. Michigan Ave., on June 1. Grant Advertising, formerly occupying quarters on the seventh floor, moves to the 19th floor, vacated by Foote, Cone & Belding when it moved into its own building at 155 E. Superior last month. Other former FC&B space on the 19th floor is being taken by BBDO. The latter's offices in the tower on the 36th and 37th floors will be occupied by Russel M. Seeds, moving from the third floor. BBDO also relinquished space on the 33d and 35th floors.

N. M. TAX MUDDLE

Locals Await Ruling

THE State of New Mexico has abandoned its attempt to collect a 2% gross receipts tax on income from local broadcasts of regional and clear-channel stations in that state but has not yet decided what to do about 250 w outlets, BROADCASTING was informed Thursday through official sources.

The attorney general's office indicated it was considering two courses—collection of the tax from low-power stations or recommendation that the legislature enact at the next session a new tax law that would bring broadcasters within its scope.

Thus the six-year controversy over the state's privilege tax remains in a state of confusion after, or as a result of, a series of trial and appellate court decisions.

Last March, when the New Mexico Supreme Court handed down two decisions in the case of KOB Albuquerque, there were 13 suits pending [BROADCASTING, March 6, 20]. The decisions called for separation of KOB receipts from local and interstate broadcasts, with the 2% tax to be levied on the local but not on interstate income.

The state attorney general consented that judgment be entered in all of KOB's suits to recover taxes, which it had paid under protest, with KOB also to receive interest on the payments. This was construed as official admission that the station did not have to pay the tax.

Last week, however, it was learned that the attorney general's office was still pondering policy, especially in regard to collection of the tax from low-power outlets on the ground they were strictly intrastate business operations despite the fact that their signals passed over state lines.

Enforcement Undecided

While the state apparently has decided not to attempt enforcement of the 2% tax on KOB income from local broadcasts, the broad legal questions in the case are left in a state of confusion by the two decisions last March.

It is clear, according to industry lawyers, that an unapportioned gross receipts tax on station advertising income is forbidden under the Fisher's Blend decision. It is not clear, on the other hand, whether the New Mexico tax can be levied on station income from local broadcasts originating in the studio and bringing business to sponsors from surrounding states.

The litigation started five years ago after New Mexico decided to apply its 2% privilege tax on the gross receipts of broadcast stations. KOB sued to recover $23,000 paid under protest, contending it was engaged in interstate commerce and the tax was unconstitutional under the Fisher's Blend decision. The trial court held the station must pay the tax.

KOB took the case to the New Mexico Supreme Court which held the tax could be levied on local broadcast advertising revenues but not interstate business. The trial court admitted new evidence showing the local broadcasts were intended by advertisers to be heard outside the state. This evidence had not been introduced at the first trial. The lower court therefore held it was impossible to separate income of the station into solely intrastate and interstate receipts, ordering the entire tax refunded to KOB.

This time the state appealed to the New Mexico Supreme Court, under Docket 5236. The station, meantime, had sued to recover another tax payment covering a four-month period (Docket 5237), claiming it was not necessary to amend the pleadings to introduce into evidence the fact that business was derived from outside New Mexico by sponsors of local broadcasts.

Outcome of Cases

The two cases were tried together. The state relied on a plea of *res judicata* (already litigated). The trial court would not accept this plea and held KOB was not liable for any of the tax.

Once more the state appealed. The upper court in Docket 5236 reaffirmed its earlier decision and rebuked the lower court for failing to carry out the order to separate local and interstate business. In addition it struck out evidence admitted at the new trial. Thus KOB was adjudged liable for taxes on its local broadcasts for a four-month period.

In Docket 5237, however, the appellate court upheld the trial court in ordering all taxes for another four-month period returned to KOB.

While the two decisions fail to clear up confusion over the interstate character of broadcast business, KOB clearly won a financial victory.

Another series of legal actions, started in 1945, was based on the contention that the tax was unconstitutional because of radio's interstate characteristics. These stations went to a three-judge federal court, which ruled there already was an adequate remedy in the state courts. The U. S. Supreme Court upheld this position in 1947.

FCC MERGER

Combines FM With AM In New Aural Unit

MERGER of the broadcast functions of FCC's engineering FM Broadcast Division with its engineering Standard Broadcast Division, to form a new Aural Broadcast Division under the charge of James E. Barr, chief of the former Standard Broadcast Division, was announced by FCC last Wednesday. The changes are effective immediately.

Simultaneously, FCC announced that Cyril M. Braum, chief of the former FM Broadcast Division, was named chief of the Television Broadcast Division. He succeeds Curtis B. Plummer, now chief engineer of the Commission.

Although the action pertained only to engineering duties at this time, it was indicated the move in effect is a preliminary step in accord with FCC's overall reorganization along functional lines which currently is underway [BROADCASTING, March 13, 20]. Further modifications and personnel changes could be made when the full reorganization is accomplished, it was pointed out.

Mr. Barr

Mr. Braum

Past Realignment

FCC already has abolished its Bureaus of Law, Engineering and Accounting with the broad administrative duties now under the Offices of General Counsel, Chief Engineer and Chief Accountant. One complete functional reorganization effected is that within the newly established Common Carrier Bureau, which includes legal, accounting and engineering personnel.

Last weeks' action on FM and AM engineering divisions also was said to have been taken in an effort to more evenly distribute the Commission work load and assure more efficient use of existing personnel.

FCC explained that the FM, noncommercial educational FM and facsimile functions of the FM Broadcast Division, together with the personnel dealing with those functions, were merged with the functions and personnel of the AM Broadcast Division into the new Aural Broadcast Division. Functions and personnel of the FM division concerned with auxilliary broadcast services, including developmental, remote pickup and studio-transmitter services, were transferred to the Television Broadcast Division.

Functions and personnel concerned with international broadcast services were transferred from the television division to the chief engineer's office. Only personnel involved is Engineer Kenneth Miller, now attending the world high frequency conference in Florence, Italy.

ANAHIST CASE

Medical Man Supports FTC

TESTIMONY by a university professor of medicine was offered last Monday in Cleveland, Ohio, in support of Federal Trade Commission's charges against Anahist Co. and Bristol-Myers Co. for alleged "deceptive" advertising of its antihistamine cold products.

Dr. John Dingle of Western Reserve U. cited a university research report which questioned the "competent and effective treatment" of colds claimed for the drugs.

Both Anahist Co. (for Anahist) and Bristol-Myers Co. (for Resistabs) once again denied the allegations. Attorneys reiterated that claims for their products are based on "clinical evidence" [BROADCASTING, March 27].

Hearings are scheduled to resume in Boston today (Monday), with other sessions slated for Baltimore, New York, Chicago and Washington.

The government has filed similar charges against Grove Laboratories Inc. (Antimine), St. Louis, for claims contained in advertisements on MBS in December 1949 and February 1950, Whitehall Pharmacal Co. (Kriptin), and Union Pharmaceutical Co. (Inhiston) [BROADCASTING, May 15].

185 FAMILIES FOR ONE CENT
•
➤ *See Centerspread This Issue* ➤
•
ON THE AIR EVERYWHERE 24 HOURS A DAY
L.B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

FCC WORK LOAD

Actions Near Record High

NEAR RECORD in number of station transfer grants was marked up by FCC last week along with authorizations for 13 new AM stations, two new FM outlets and improved facilities for nine existing standard stations.

Some 23 different station transfer cases were approved by the Commission with 35 AM, FM and TV facilities involved and considerations totaling almost $1,000,000.

Principal transaction approved was transfer of the WSB-AM-FM-TV Atlanta properties from the Atlanta *Journal* to Atlanta Newspapers Inc. along with WCON-FM-TV there from the Atlanta *Constitution*. Atlanta Newspapers is the new parent firm under the consolidation of the ownership of the two papers in which the chief control goes to the James M. Cox Sr. interests which presently own the *Journal* and WSB [BROADCASTING, April 3, 10]. No monetary consideration is involved in the Atlanta consolidation.

Nashville Approved

WSM-AM-FM-TV Nashville, licensed to WSM Inc. and owned by National Life and Accident Insurance Co., was granted voluntary relinquishment of control from Associated National Trustees to 80 beneficiaries under the trust agreement, now expired. No money or ownership change is involved.

Other major transfers approved by the Commission included:

WSAN-AM-FM Allentown, Pa. — Transfer of control from John C. Shumberger Sr. and associates and Call-Chronicle Newspapers Inc. through sale of 77% interest for $214,565 to B. Bryan Musselman and family.

WQUA Moline, Ill.—Sale by Bruff W. Olin Jr. of his 85% interest for $130,000 to Dalton LeMasurier, majority owner of KDAL Duluth, Minn., and part owner of WIRL Peoria, Ill.

WKIX Columbia, S. C.—Transfer of control from George W. Dowdy and associates for $100,000 to group headed by Charles W. Martin.

KFIO Spokane, Wash. — Sale by Arthur L. Smith for $30,000 to Louis Wasmer, former owner of KGA and KHQ there and presently part owner of KOL Seattle and KXLL Missoula, Mont.

WLEC Sandusky, Ohio — Sale by Lloyd A. Pixley and associates of 69.5% interest for $83,520 to General Manager Albert T. Heiser and 14 others. The Pixley family owns WCOL Columbus, Ohio.

Transfer Details

Further details of the transfers and new station grants are given in FCC Roundup beginning on page 79.

Date for consummation of the Atlanta consolidation has been set for May 31, it was reported to FCC last week. At that time the *Journal* will assign the license of WSB, pioneer 50 kw clear channel outlet on 750 kc, to Atlanta Newspapers and the *Constitution* will surrender to FCC for cancellation its permit for WCON, assigned 5 kw on 550 kc.

At midnight May 31 WCON's ABC affiliation is to switch to WGST Atlanta, now a Mutual outlet, owned by the Georgia Institute of Technology. WSB will retain its NBC affiliation.

WCON's assignment is being sought by WAGA Atlanta in an application now pending with FCC to switch from 5 kw on 590 kc. WAGA has offered to buy the WCON AM plant for $237,500. The entire WCON-AM-FM-TV investment was reported at almost $1,000,000.

On the May 31 settlement date the license of WSB-TV will be assigned to Atlanta Newspapers by the *Journal* as will the permit for WCON-TV by the *Constitution*. When WCON-TV is licensed for Channel 2 (54-60 mc) operation from its 1,000-ft. antenna and its FM-TV transmitter plant, now nearing completion, the license for WSB-TV on Channel 8 (180-186 mc) will be surrendered. The WCON-TV call would be switched to WSB-TV.

WSB-FM Transfer Action

Similarly on May 31 the license of WSB-FM also will be transferred from the *Journal* to Atlanta Newspapers as will the permit for WCON-FM from the *Constitution*. WCON-FM would cease interim operation, it was explained, and upon subsequent licensing its call would be changed to WSB-FM with the present WSB-FM being cancelled.

FCC's approval of the transaction was conditional upon the assignments not being effected until the *Journal* surrendered its license for WSB-FM and the *Constitution* its permit for WCON. The Commission also ruled there shall be no simultaneous operation of WSB-TV and WCON-TV and that no program authorization will be issued for WCON-TV except simultaneously with the cessation of operation by WSB-TV and the surrender of its license.

Ex-Gov. James M. Cox, chief owner of the *Journal*, becomes chief owner of Atlanta Newspapers and board chairman under the consolidation. Clark Howell, president of the *Constitution*, becomes vice chairman of the board. The Howell interests acquire all the preferred stock in the new firm. J. Leonard Reinsch, managing director of the Cox radio properties, which include WIOD Miami, Fla., and WHIO Dayton, Ohio, in addition to WSB, becomes radio director of Atlanta Newspapers, and a member of its board of directors.

WAJL (FM) FLINT

FCC Questions Lease Arrangement

LEASE arrangement for WAJL (FM) Flint, Mich., transit FM outlet licensed to Advertisers Press Inc. and operated by Flint Transcast Co., was declared by FCC last week to violate provisions of the Communications Act. Advertisers Press was given until June 19 to show it had regained "exclusive use and operation" of WAJL or face the sanction of revocation.

In the unprecedented action in the transit FM field, FCC said that from information on hand it believed the lease agreement between Advertisers Press and Flint Transcast violates Sec. 310(b) of the Act, prohibiting unauthorized transfers of control, and Sec. 301 of the same statute prohibiting unlicensed operation of a broadcast station.

WAJL programs are carried on busses of the Flint Trolley Coach Inc. Established in 1948, the station is assigned Channel 296 (107.1 mc), a Class A facility. President of Advertisers Press is Myron Weingarden.

Lease Terms Outlined

The lease between Advertisers Press and Flint Transcast was entered into Nov. 1, 1949, FCC reported. Flint Transcast agreed to lease all equipment, premises and facilities used by WAJL in consideration for 5% of gross income from all time sales. In addition Flint Transcast agreed to assume all operating and maintenance expenses and to keep the facilities in good condition, the Commission stated.

The lease, good for one year and with option to renew for nine one-year periods, further provided that "programming shall be left solely to the discretion" of Advertisers Press and that the lessor should have control over the length of commercial announcements, their quality and other program details, FCC reported.

FCC stated Advertisers Press in latter February advised the Commission it didn't believe the lease involved any transfer of control or responsibility, contrary to the opinion of an inquiry on the matter by FCC earlier that month.

Letter on Situation

"The only attempt made to justify your conclusion," FCC said in its letter to Advertisers Press last week, "was the statement made [in] your letter wherein you stated: 'I think I can assure you that I exercise more watchfulness and control over the programming of the station now than I ever did. I have a receiver here at my desk and I check on them several times per day. I receive program logs which I go over very carefully.'"

FCC's letter to Advertisers Press continued:

The Commission is of the opinion, on the basis of the information presently available to it, that the lease agreement in question amounts to a violation of Sec. 310(b) of the Communications Act in that it transfers to the Flint Transcast Co., without prior Commission consent, rights and duties which are by law properly exclusive to a radio licensee. The Commission is further of the opinion that the operation of WAJL-FM by the Flint Transcast Co. under the lease amounts to an unlicensed operation in violation of Sec. 301 of the Communications Act.

As you know Sec. 312(a) of the Communications Act provides that a station license may be revoked for failure by the licensee to operate substantially as set forth in the license, or for violation of or failure to observe any of the restrictions and conditions of the Act or of any regulation of the Commission authorized by the Act.

This will advise you that unless you submit a properly verified statement by June 19, 1950, showing clearly that Advertisers Press Inc., as licensee of WAJL-FM, has regained the exclusive use and operation of the station, the sanction of revocation as authorized by Sec. 312(a) will be ordered. As to this showing, it will be necessary to supply the Commission with verified copies of any and all documents and papers necessary to effect the required result. Upon receipt of such showing the Commission will give further consideration as to what action should be taken with respect to the license of station WAJL-FM.

Upcoming

May 22-23: CBC board of governors, Ottawa.

May 26-27: Michigan AP Broadcasters Assn., Michigan State College, East Lansing.

June 1-4: Assn. of Women Broadcasters seventh annual convention, Hotel Cleveland, Cleveland.

June 2-3: Florida Assn. of Broadcasters, Orange Court Hotel, Orlando, Fla.

June 5: Pennsylvania Assn. of Broadcasters annual membership meeting, Bedford Springs, Bedford, Pa.

June 9: West Virginia Assn. of AP Broadcasters, Vandenberg Room, U.S. Capitol, Washington.

June 12-13: Radio Farm Directors, Administration Bldg., Washington.

RADIO DOLLAR

Biggest Return Cited

THE ADVERTISER is now getting more for his radio dollar than at any other time in radio history despite television competition. That was the opinion of Robert J. McAndrews, managing director, Southern California Broadcasters Assn., speaking before the regular monthly meeting of Southern California Advertising Agencies Assn. [BROADCASTING, May 15].

Mr. McAndrews

Discussing "What's Happening in Southern California Radio," Mr. McAndrews offered a statistical profile of radio as it exists today as to set distribution costs compared with other media, and success stories in various categories.

Radio has managed to retain its top position in Southern California, he said, because of the huge growth of the audience in that area without an increase of rates. Audience captured by television is mainly made up of the increase in total broadcast tune-in. Actually, he said, TV has cut into total Los Angeles home radio audiences only 5%.

George Arthur Arnot

GEORGE ARTHUR ARNOT, 36, sales manager of William Wright, Toronto, station representative, died suddenly May 14 at his home at Weston, Ont. He started with William Wright as representative in Winnipeg, joining the Toronto office five years ago. He is survived by his widow and two sons.

XIIM

RICHARDS CASE

Cottone Views Re-Opening

FCC General Counsel Benedict P. Cottone told the Commission last week that it is under "no legal obligation" to start the G. A. (Dick) Richards hearing anew, but that he has no objection to such a move.

Mr. Cottone's statement was filed Monday in response to a petition by Hugh Fulton, chief trial counsel for Mr. Richards, claiming a fresh start is essential because of the death of Examiner J. Fred Johnson Jr., who conducted the first phases of the hearing on Mr. Richards' news policies [BROADCASTING, May 15].

"In view of the propensity of petitioners' trial counsel to try this case everywhere else," Mr. Cottone told the Commission, "it should be made clear beyond the possibility of confusion that he is being afforded the fullest opportunity to try this case before the Commission and accordingly, no objection is interposed by the General Counsel to the grant of a *de novo* hearing."

Mr. Cottone said the Richards petition, in citing precedents for the grant of a new start, overlooked the Administrative Procedure Act which "clearly contemplates completion of a hearing by another examiner where the first examiner becomes unavailable."

"However," he continued, "in view of the fact that applicants appear to feel strongly that there should be a hearing *de novo*, and since the General Counsel does not want applicants to have any possible basis for a belief that they have not had the full and fair hearing to which they are most certainly entitled, the General Counsel is agreeable to a grant of a hearing *de novo* as a matter of policy."

Background of Case

The hearing, dealing with charges that Mr. Richards instructed staff members of his KMPC Los Angeles to slant news against the late President Roosevelt, members of his family, and certain minority groups, is slated to resume June 5. Three weeks of the hearing, all devoted to presentation of FCC's case, were held in March. Since Judge Johnson's death, Examiner J. D. Cunningham has been designated to take over the case.

Counsel for Mr. Richards claim that Examiner Cunningham will be unable to judge the credibility of the witnesses FCC has presented against Mr. Richards, unless he personally hears them testify.

The case involves license renewal applications of all three of Mr. Richards' stations — KMPC, WGAR Cleveland, and WJR Detroit—as well as his plan to set up a trusteeship to control the three outlets.

FIRST Japanese edition of *Radio & Television News*, with Japanese rights leased to Seibundo-Shinkoshaco Pub. Co., Tokyo, published recently. Magazine is shortened and carries local advertising.

AMONG those at the May session of New Jersey Broadcasters Assn. in Atlantic City [BROADCASTING, May 8] were (l to r): Seated, Ivan Newman, WVNJ Newark; Harry Goodwin, WNJR Newark; Fred Bernstein, Estelle Feiner, both of WTTM Trenton; Ranulf Compton WKDN Camden, vice president of NJBA; Carl Mark, WTTM, NJBA president; Charles O'Neil, WNJR; Mary Haines, WCAM Camden; Mrs. William Maron, William Maron, WPOE Elizabeth; Dave Freedman, Sam Aloytz, both WMID Atlantic City; standing, Arnold Snyder, WTTM; Fred Weber, WFPG Atlantic City; James L. Howe, WCTC New Brunswick, NJBA past president; George Croy, WMTR Morristown; Charles Scully, WAAT Newark; Willard Schriver, John Cleary, both WCAM; Martin Pollins, Joe O'Hara, both WNJR, and Paul Alger, WSNJ Bridgeton.

HOOVER'S VIEW

Tobey Demands Statement

SEN. CHARLES W. TOBEY (R-N. H.) last Monday called on Herbert Hoover to "speak out specifically and unequivocably" on President Truman's FCC and other reorganization plans up for Senate consideration last week (see separate story).

In a telegram to the former President and chairman of the commission to study government reorganization, Sen. Tobey noted that "group after group has sponsored resolutions of disapproval" and wondered whether arguments raised against the plans are "valid." He further observed charges that the proposals are "not in line with Hoover Commission recommendations"; "establish dictators of Commission chairmen," and "delegate powers of Congress."

Sen. Tobey said many Senators, not members of the Executive Expenditures Committee which has considered the plans, are "not in a position to determine the fine points of these arguments."

". . . The climate to reorganize is daily growing more unfavorable under the incessant hammering of these special groups, both within and without the government," he told Mr. Hoover.

UN OBSERVANCE

NBC To Spearhead Week

NBC, in cooperation with the National Education Assn., and the American Assn. for the United Nations, will again spearhead the observance of United Nations Week, Oct. 16-24, in which 80 to 100 other national organizations, including NAB, NAM and U. S. Chamber of Commerce as well as the national AFL and CIO bodies, will also cooperate.

Theme of this year's UN week will be "Today's Best Hope For Peace Is UN Plus You" and all organizations and all media will be used to tell the American public how each individual can do his part by helping UN to stave off a third world war. Justin Miller, NAB president, is chairman of the radio and TV committee, which is expected to repeat last year's achievement of filling the air with UN programming on Oct. 24, climax of the observance.

NIELSEN RATINGS*

(Total U. S., Incl. Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)

RANK OF TOP PROGRAMS, EVENING, ONCE-A-WEEK
EXTRA-WEEK, APRIL 9-15, 1950

Current Rank	Previous Rank	Program	— Current Ratings — Homes (000)	Homes %	Points Change
1	1	Lux Radio Theatre (CBS)	8,913	21.9	+1.0
2	3	Godfrey's Talent Scouts (CBS)	7,774	19.1	+1.3
3	5	Fibber McGee & Molly (NBC)	6.797	16.7	—0.3
4	6	You Bet Your Life (CBS)	6,716	16.5	—0.4
5	2	Jack Benny (CBS)	6.593	16.2	—3.1
6	16	Mr. Chameleon (CBS)	6.553	16.1	+2.0
7	9	My Friend Irma (CBS)	6,512	16.0	0.0
8	26	Mr. Keen (CBS)	6,431	15.8	+2.5
9	12	Mystery Theatre (CBS)	6,349	15.6	+1.0
10	20	Dr. Christian (CBS)	6,146	15.1	+1.5

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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ABC STOCK

Anderson Sells 6,000 Shares

KARL E. ANDERSON, ABC vice president and member of the board, sold 6,000 shares of his ABC stock in April, it was learned last week.

Mr. Anderson is the third among ABC officers and directors to sell ABC stock during April, when prices of the shares on the New York Stock Exchange rose sharply. Others were Charles C. Barry, ABC vice president in charge of programs, who sold 500 shares of his stock, making his holdings total 501 shares [BROADCASTING, April 24], and Owen D. Young, honorary chairman of the board of General Electric and member of the ABC board of directors, who sold 5,000 shares of his ABC stock [BROADCASTING, May 15]. Mr. Young retained 5,000 ABC shares. Mr. Barry joins NBC June 5.

Mr. Anderson still holds 9,000 ABC shares.

FM CHANNELS

FCC Puts Changes Aside

PROPOSAL to reallocate certain FM channels in Gadsden, Ala., Wilmington, Philadelphia and Baltimore was dropped for the present time by FCC last week. Initiated last November, these proposed changes were withheld when final action was taken in January on a number of other reallocations [BROADCASTING, Jan. 30].

FCC dropped its plan to add Channel 226 to Gadsden and switch Channel 293 for 294 in Baltimore. Similarly, FCC dropped its proposal to delete Channels 243, 279 and 295 from Philadelphia and substitute them for Channels 229, 241 and 297 at Wilmington. WAMS-FM and WDEL-FM Wilmington would have been required to change frequencies. FCC indicated the proposed revisions are still under study.

DO WE SAY ONE MILLION?

WELL–ALMOST!

WCKY DELIVERS 923,850 BMB FAMILIES NIGHTTIME

FOR

$50.00*

(*—open 1 min. Jamboree Participation Rate)

WCKY IS ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

INVEST YOUR AD DOLLAR WCKY'S-LY

XUM

DO WE SAY ONE CENT?

YES, EXACTLY!

FOR ONE CENT, WCKY DELIVERS
185 FAMILIES NIGHTTIME*

FOR THE LOWEST COST COVERAGE OF THE SOUTH
WCKY IS YOUR BEST BUY

(*—1 min. open rate & Total BMB Nighttime Families)

Call Collect Thomas A. Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688
or
C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: Ci 281

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

Still a Seven-Man Team

BY ITS REJECTION of President Truman's plan to concentrate FCC's administrative and executive functions in the Chairman (see story this issue), the Senate has made clear that it wants the Commission's business run by seven Commissioners, not a Snow White and six dwarfs.

We judge it a commendable and far-sighted decision, chiefly because it minimizes—insofar as it is possible to do so without specific, affirmative action—the risks which always lurk where powers are concentrated.

It is not enough to say the powers would not be used unwisely or arbitrarily in the present regime. So long as the qualities and tempers of future chairmen and future commissioners are unknown and unknowable, it is unwise to court even the possibility of one-man dominance.

Credit for defeat of the President's plan can be shared by many—the NAB, whose Government Relations Director Ralph W. Hardy was notably and effectively active; the broadcasters who responded to NAB's call; the Federal Communications Bar Assn.'s executive committee, and, in the Senate itself, Chairman Ed Johnson (D-Col.) of the Interstate and Foreign Commerce Committee and Chairman E. W. McFarland (D-Ariz.) of the radio subcommittee, who carried the ball with telling effect.

It is significant, we think, that the Commission itself was divided. Chairman Wayne Coy and Comr. E. M. Webster found the plan meritorious, capable of freeing commissioners from minutia and enabling them to concentrate on the Commission's real business. Comr. Rosel Hyde, on the other hand, took the long-range view that there would be too few curbs to eliminate "the danger of one-man control" in the future. Comr. George E. Sterling considered the plan sufficiently similar to the Chairman's present authority to be "unnecessary" as a matter of legislation.

Even if the President's plan were identical to FCC's *modus operandi* in every respect, we would have to challenge it as legislation. The Commission can un-do a thing of its own making; legislation is more permanent.

Those who figured in it can take pride in the present victory. But it is no time for sitting on laurels. There is a McFarland Bill to reorganize the FCC. It may have flaws, but it is headed in the right direction. It has passed the Senate. It should be pushed through the House—at this session.

Radio's Heart Beats

THE AGENDA for the annual convention of the Radio Mfrs. Assn. to be held June 5-9 in Chicago has a familiar and nostalgic ring. RMA is going to reorganize, and acquire a formidable national figure as its "paid" president. Thus it will be organized along lines of the NAB, the Motion Picture Assn. and numerous other trade groups which have gone outside their own bailiwicks for leadership.

The broadcasters and telecasters wish RMA well. RMA, after all, is their "circulation" department. And, were it not for the broadcasters and telecasters, who supply the programs, there would probably be no RMA—a point which many manufacturers may have overlooked in the past. Most of them, however, are doing much better with TV, through the use of both aural and visual radio to merchandise their products.

The convention will mark the retirement of Bond Geddes after 23 years of stewardship as executive vice president, general manager and secretary. He has served valiantly. He carried the association through lean years of depression. He departs for a well-earned respite when his membership is riding the crest of a TV boom that places it in the forefront of all industry.

RMA and NAB have worked together on some projects, but not as effectively as the natural affinity of the two groups would appear to dictate. The outstanding example has been National Radio (and now TV) Week. The notable successes of the last two years are ascribable principally to team-work of three men: Gifted W. B. McGill of Westinghouse who spawned the idea; inspired Robert K. Richards of NAB, and intelligent, resourceful James D. Secrest, of RMA. (It is sheer coincidence that Messrs. Richards and Secrest got their boot training in Washington radio on this journal, and that the editor and publisher of BROADCASTING broke into newspaper work under Bond Geddes, at the Associated Press.)

We have no doubt that NAB-RMA collaboration will be more effective henceforth. A new mutuality of interest has developed by virtue of TV. There are common regulatory problems. And manufacturers at long last are learning that radio and TV can deliver sales faster and cheaper than other media.

There's an opportunity at the upcoming convention for RMA to perform a real service for its radio contemporaries. The April NAB convention passed a resolution requesting TV set manufacturers to install FM tuners in all sets. It costs but a few cents, and it performs a real service. It will pay long-range dividends.

Broadcasters extend to their RMA brethren every good wish for a successful convention and a painless reorganization which will bring inspired leadership. If proof be needed as to the blood relationship of the two associations, it may be found on the agenda. FCC Chairman Wayne Coy, who was principal speaker at the NAB convention in April, holds that honored spot for the RMA too.

TV Wins Its Case

THE JORDAN SURVEY of television influence on sports attendance, which is reported elsewhere in these pages, is the kind of sober and intelligent research that is desperately needed to restore perspectives about the newest invention in entertainment.

Too many scatterbrained conclusions have been leaped at by proprietors of other amusements who, acting on inadequate information or no information at all, have adopted policies antagonistic to television. The members of the Big Ten, for example, having only a few weeks ago barred television from their football games, must now wonder if their decision was sound.

The Jordan survey shows that last year although more college games in the Big Ten area were telecast than in any other region a higher percentage of the colleges in that area recorded increases in game attendance than colleges anywhere else. It would be hard for the most witless arithmetician to add these figures up to any conclusion save that television not only did not harm the gate but actually may have improved it.

It has become fashionable to blame television for any unpleasant development that is not otherwise easily explained. Investigations like the Jordan survey serve to abate such witch-doctor thinking. We hope more of them will be undertaken to examine television's influence not only on sports but also on all the social behavior patterns it has been accused of either wrecking or degrading.

Our Respects To—

SYDNEY ROSLOW

IF SYDNEY ROSLOW, head of The Pulse Inc., were asked to sum up his career in a single sentence, that sentence might well read: "I started out with an idea for a radio program and wound up with a successful radio research business."

While this one-sentence biography is necessarily an over-simplification of the Roslow story, it is essentially true.

It started in 1941 when young Dr. Roslow, who had been employed in market research at the Psychological Corp., was imbued with the idea that a weekly report on what the average New Yorker was thinking about would make a good radio program. And that a good name for the program would be *The Pulse of New York*.

So he started the rounds of New York radio stations. As his friends were mainly station research executives, he found himself listening to complaints about the shortcomings of the telephone techniques employed by the major audience measurement firms instead of himself explaining the virtues of his program idea.

The result of his station visits was that he temporarily shelved the program to embark on a house-to-house personal interview survey of the listening habits of the radio families of greater New York.

This was in April 1941 and during the spring and summer Dr. Roslow conducted three or four experimental studies in audience research, perfecting the roster technique with the financial support of a half-dozen broadcasting organizations. In October, taking the name of his proposed radio program, he launched The Pulse of New York as a new audience research organization, with four of his summer clients as regular subscribers. This quartet—NBC, CBS, WNEW and WOV—are today still Pulse subscribers.

The technique then used is substantially the same as that which the Pulse uses today. In the intervening years the sample size has been increased, the number of day-parts stepped up from three to four and the quota sample system, which starts with a preconceived sample comprising the correct proportions of economic and other groups, changed to a probability sample method. This involves the random selection of every nth family in the area to be surveyed so that, while nothing is known in advance about any individual family, the overall sample is representative of all families in the area.

Personal interviews and a house-to-house survey with a scientifically selected sample are

(Continued on page 70)

Once again it is the privilege of the National Board of Fire Underwriters to make its awards for public service in fire prevention. As in past years, these citations include—

A GOLD MEDAL to the radio station for the campaign which has been most effective in the fight against fire in its community.

HONOR AWARDS to five radio stations for distinguished achievement through their campaigns.

In reporting the news, hundreds of America's radio stations, through the years, have been close to the tragic stories and appalling property losses due to fires. This has made them keenly conscious of the need for public education in fire prevention and they have made invaluable contributions toward this end. They have been behind the drive for modern fire fighting equipment and more effective fire departments . . . behind the drive for better fire safety laws . . . stimulated the work of civic organizations . . . made millions of listeners more aware of fire hazards in their homes . . . at their jobs . . . on their farms.

Through the constant work of these radio stations thousands of lives have been saved.

For this work in the public interest the National Board of Fire Underwriters joins with the grateful citizens of America to pay you homage.

FIRE PREVENTION

TO RADIO

for a job well done in the interest of America and Americans

GOLD MEDALIST

Station KANS
Wichita, Kansas

This station made every week Fire Prevention Week in Wichita. It built a fire safety campaign around the nightly suggestion of news commentator, George Gow, "to check your home against fire before going to bed." A red check-mark was made the symbol of the campaign, and 40,000 stickers bearing the check-marks were distributed to homes by school children. The station also enrolled 2,000 listeners in a KANS Fire Brigade in a voluntary movement to inspect homes and other buildings.

HONOR AWARDS

for fire protection campaigns of unusual merit

WEBR, Buffalo, N. Y.—For its mass fire drill for all schools in Buffalo and Western New York, its weekly fire department program, and its year-around fire prevention campaigns.

WJEF, Grand Rapids, Mich.—For originating a special Saturday morning program for children to promote fire safety consciousness, and emphasizing the cause of local fires in newscasts.

KONO, San Antonio, Texas—For its daily broadcasts describing the fire alarms of the previous 24 hours in human, real life terms, including the errors which had caused the fires.

KELO, Sioux Falls, S. D.—For its year-around campaign against farm fires, which included 1,033 spot announcements, 55 special programs, and 150 announcements in newscasts.

KSYC, Yreka, Calif.—For aiding volunteer fire fighters by interrupting its programs and giving the location of fires, and for its effective campaign against forest fires.

Judges

TED COTT, *Vice-President and Director of Programs,* WNEW, New York City
BARRY MAHOOL, *Radio Director,* American Heritage Foundation
GERALD MAULSBY, *Manager of Broadcasts,* Columbia Broadcasting System

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AN EVALUATION OF BMB

Loyet Compares Other Data

By PAUL A. LOYET

Vice President-Resident Manager
WHO Des Moines, Iowa

THE RECENT release of the 1949 BMB study has already brought forth numerous articles regarding it, some pro and some con but none overenthusiastic. This might also describe the 1949 subscribers since there was no whole-hearted reception of the 1946 study. Most subscribers seem to have felt it at least was common to all broadcasters and its technique was generated by advertisers and advertising agency representatives as well as broadcasters. This lethargic feeling is bad for radio.

BMB was not a casually thought up study but one which seemed necessary to the whole industry. The early committees were well represented by acute students of all of the older measurement techniques and the calibre of these men suggests they should have evolved something useful. Unfortunately, few have come up to defend the real value of the study aside from its uniformity. The purpose of this article is to examine BMB in the light of other knowledge and see if this expensive tool can be evaluated more closely.

Many Questions Raised

The publication of the 1946 study brought on all sorts of "use" questioning. Just what did the percentages mean? Which should be used? Was there a primary, secondary, or even a tertiary coverage defined by percentage and if so, where? Were enough and the right questions asked the listener? And so on.

The release of the second study has provoked even more controversy since there are more percentage figures. In addition to the published ones, BMB itself suggests another weighted one labeled "Average Daily Audience." This despite the fact that the county figures are presumably not weighted within the county.

Many researchers in 1946 worried about the single response of "Listened to Once a Week" as being too nebulous an answer for careful circulation appraisal. Response to this question was shown to be very similar to "Heard Regularly" (Whan) or "Regular Listening" (NBC) in a comparison study of the three surveys published in BROADCASTING (Feb. 24, 1947). While the questions in themselves seem very different psychologically, they evidently elicit very similar response from the listener. He seems to immediately name a station he can depend on as far as actual coverage is concerned. This conjecture should therefore have some correlation with engineering data.

Cites Engineering Studies

Prior to BMB the only uniform coverage studies were engineering ones and they were uniform only on basis of signal strength. They generally lacked several engineering factors such as noise and unwanted radio interference, both co-channel and adjacent channel. What seemed needed by the engineer was not only signal strength but the ratio of the "wanted" signal to the "unwanted." This ratio unfortunately required some standardizing since "the ability to listen" might be a long way from "pleasurable listening."

For instance, engineering committees have found that a wide cross-section of people, if given free choice, prefer a signal to noise ratio exceeding 100 to 1. This ratio is exceeded in parts of the U.S. for a certain percentage of the year and then generally inside relatively high signal strength contours. Practically all of these factors can be taken into account today but the calculations and presentation of the data is very laborious and complicated. Not only that, but when finished it does not take into account the individual listener himself, who not always having "free choice," and perhaps not knowing any better, thinks it is good. In a way he is like the bumblebee who, according to areodynamics experts, hasn't enough wing area to fly, but not knowing this, goes ahead and flies anyway.

At the other extreme, the engineering study does not generally provide information on competing stations' signal strengths. One is not apt to listen very long to a definitely inferior signal. As an example, most city dwellers stick closely to their local stations regardless of sizeable signals from outside (Milwaukee vs. Chicago). We know these extremes are existent and are too complicated to handle by engineering alone.

If we can show the divergence of these listener "extremes" by more practical means, about a mean engineering curve of some sort, our problem becomes simpler. The engineering curve can then be depended on for coverage information without worrying about program impact. At the same time, we should glean some information about the effects of program material, competing signals, necessity of signal to noise ratios, etc. Since BMB is one source of such practical listening data it should provide these answers.

Mr. LOYET

* * *

THIS article by Paul Loyet is an excellent presentation of the results of a careful study of the BMB data relating to his station. The technique he has used—that of relating his BMB data to other things he knows about his station—is one that should be employed by every station. It is foolhardy to accept a measurement merely because it gives one a high standing or rating. It is equally shortsighted to reject a measurement simply because it does not put one in first place.

Mr. Loyet's engineering background has accustomed him to a reliance on facts and he realizes that facts sometimes contradict each other and must be reconciled. This imposes a requirement of objectivity which it is hard for many to attain. When it is attained, as in the case of this article, facts are made clear and presented in such an array that everyone can examine them and come to his own conclusions.

Everything possible should be done to encourage other similar careful examinations of the BMB data. BROADCASTING is to be congratulated for making this possible.

Kenneth H. Baker
NAB Director of Research
Acting Director, BMB

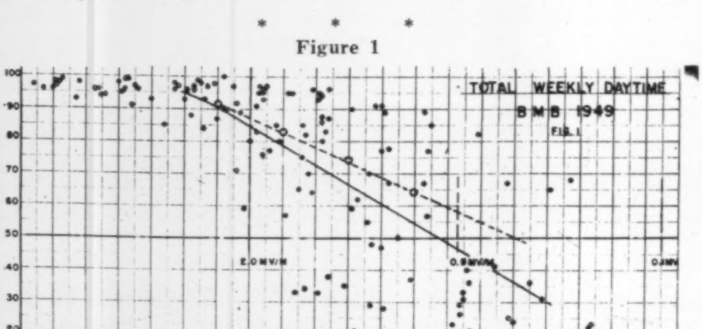
Figure 1 is a scattergram of BMB daytime "Total Weekly Audience" percentages applied to the various counties against the distance from the center of the county to the location of the WHO transmitter. Each point thus represents a lot of listeners. The open dots represent counties within the state of Iowa, the black ones counties outside of Iowa. The dotted curve is the root mean square value of the white dots representing counties within the state of Iowa. The solid curve is representative of all of the dots on the page.

Ability to Listen

These two curves indicate several things. First, of course, both curves pass through the 50% BMB ordinate at approximately the 0.5 millivolt line. It would appear, therefore, that the 50% BMB figure, aside from its own average value has significance when related to engineering concepts of ability to listen. The scattered points produce a field strength curve but individually are highly influenced by program and other factors. *The measured field strength curve it-*

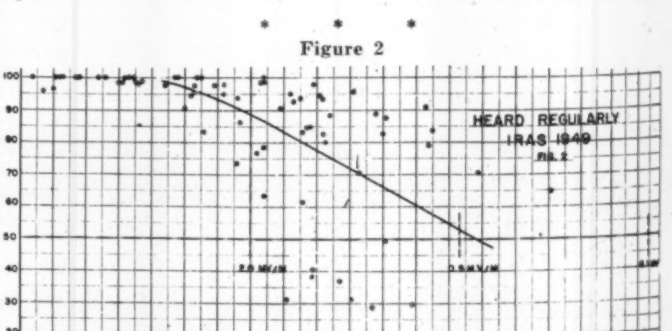
* * *

Figure 1



* * *

Figure 2



self would better serve to indicate coverage.

The disparagement between the dotted and solid curves indicates a definite loyalty trend. There is no doubt that a listener is prejudiced in several ways in favor of his local station, whether state or city. This undoubtedly is due to pride, and the program specialties peculiar to the region's requirements. Local news handling is typical of this interest. There certainly is no doubt as to the divergence of these curves since a little later on it will be noticed that the same thing occurs on the BMB "6 or 7 Days Weekly."

Note next that the 90% to 100% BMB penetration occurs generally within the 2.0 millivolt line, which represents an approximate 100 to 1 signal to noise ratio in the state of Iowa on a year around basis. In this area, generally, the high signal is sufficient to over-ride not only noise but other forms of interference and results in a marked degree of fidelity.

Figure 2 is the same type of diagram derived from the 1949 Iowa Radio Audience Survey, conducted by Dr. Forest L. Whan of the U. of Wichita. The Iowa curves are remarkably alike again despite the fact that IRAS used the "Heard Regularly" question as it has for many years past. We thus have a distinct correlation between the daytime BMB "Total Weekly Audience" and the Whan "Heard Regularly" studies.

Figure 3 is a graph similar to Figure 1 but of the BMB column "6 or 7 Days Weekly." This curve supplies additional data on listening. The 50% BMB "Daily Audience" figure is applicable near the 1.0 millivolt line, and inside of the 0.5 millivolt contour a 25% BMB audience can listen daily. Here, as mentioned before, is a distinctive showing on state or local loyalty.

It would appear therefore that the "Total Weekly Audience" and the "6 or 7 Days Weekly" figures bear a close relationship to previously used data, engineering- or listener-wise. Similarly, "The Total Weekly" figure serves to validate the 1946 BMB study.

Summing up, BMB is not only a useful tool to substantiate coverage, but provides a measure of "extremes" not easily susceptible to engineering appraisal. With fair exactness it shows that:

1. The average person can listen "once a week" inside the 0.5 mv/m contour regardless of other factors.

2. The average person can listen "daily" inside the 1.0 mv/m contour regardless of other factors.

3. Field strength alone has merit as a coverage indicator without "wanted" to "unwanted" signal factors.

4. Field strength has more merit as a *coverage* indicator than listener surveys.

5. Of all BMB percentages, 50% is most easily related to field strength.

6. There is definite local listener loyalty.

7. That both 1946 and 1949 BMB questions elicit useful answers.

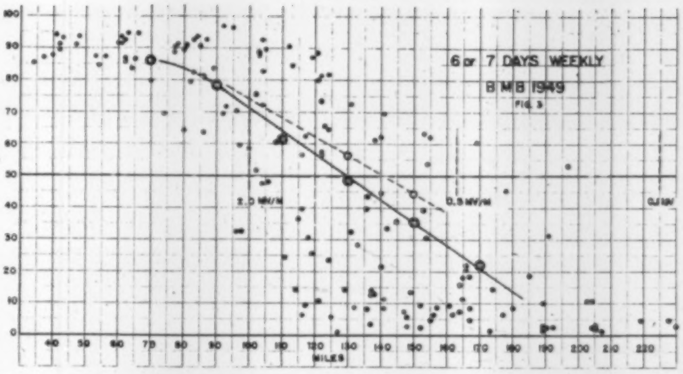


Figure 3

SINDLINGER

Audience Analysis Firm Resumes Business

SINDLINGER & Co., Philadelphia, is back in the radio audience analysis field with new clients and a new approach to the radio-TV industry's problems.

That was the announcement last Tuesday from the firm's president, Albert E. Sindlinger. The company, which for 22 months operated Radox, audience measurement system, closed doors about a month ago because of financial losses and lack of satisfactory response to its circulation of the Radox reports [BROADCASTING, May 1].

Mr. Sindlinger told BROADCASTING that the radio picture in regard to inroads made by TV has been clouded by conflicting reports. He said he has found discrepancies in surveys made on the audience share of TV sets-in-use. In addition, Mr. Sindlinger said, the stress has been on TV vs. radio rather than television vs. time.

Subsequently, the firm, which plans to specialize in qualitative research and media analysis, will study habits of television set owners and the "effect that television has on reading, motion picture attendance and radio," Mr. Sindlinger explained. From his own experience, he said, some heavy users of radio "are getting excited" over the "survey which claimed Baltimore is the greatest TV town" [TELECASTING, May 1].

Concern Premature

However, he said, such concern is premature and unfair to radio. Mr. Sindlinger made the following points which he said will be brought out in detailed analyses by his company:

1. It is not the presence of a TV set in a home that is significant but the way it is used—what leisure or "entertainment" time is consumed.

2. Research in the past has shown that even after TV is in the home, "radio comes back."

Mr. Sindlinger said his firm had gathered much material while sampling Philadelphia homes. This data will be compiled and combined with additional information.

First clients for the qualitative studies, he disclosed, are the four radio networks—ABC, CBS, MBS and NBC—DuMont TV Network, Paramount Pictures and Philadelphia stations KYW WCAU WDAS WFIL WIP WPEN.

Radox—a system whereby instantaneous radio-TV audience measurements are taken—will be continued in operation but on a limited scale. The telephone company in Philadelphia had not disconnected Sindlinger's Radox lines which were sampling 342 homes owning 542 radio and 132 TV sets. Sampling now will be made on special request and will not be published.

Following discontinuance of his service, Mr. Sindlinger said he was approached by motion picture, magazine and radio-TV interests, who asked him to consider the possibility of making qualitative studies.

Qualitative Reports

Mr. Sindlinger said that his original intention, when he left the Gallup public opinion survey organization almost three years ago, was to service clients with qualitative reports. "Now after all this time, we are finding out that that's what people wanted to know in the first place," he said.

The "half-billion dollar radio industry" is in serious straights, he said, "if advertisers believe that TV is pushing radio listening out of the homes in big cities," a belief which he does not hold as accurate, adding that "not all of the time consumed by TV listening is coming from radio."

Meanwhile the $2.5 million court action against A. C. Nielsen Co. and C. E. Hooper Inc. by his company will continue to be pressed, Mr. Sindlinger said. The damage suit filed in a U. S. District Court last month against the Nielsen and Hooper firms charged them with "malicious and unlawful interference" with Sindlinger's business rights, and accused the Nielsen company of an illegal filing of patent applications [BROADCASTING, April 3].

FM CHANNEL 206

FCC Proposes UN Use

RESERVATION of FM Channel 206 (89.1 mc) in the New York area for use by the United Nations was proposed by FCC last week. The Commission would amend its rules to prevent any assignment which would cause objectionable interference with the UN station. The outlet would broadcast proceedings of the UN and other related programs. Comments were invited to be filed with FCC by June 19.

The Commission notice stated FCC had received a letter last November from Durward V. Sandifer, Acting Assistant Secretary of State for United Nations Affairs, in which the Commission was requested to take no action which might jeopardize the availability of an FM channel for the UN.

It was indicated negotiations are underway to establish the necessary formal agreement between the United States and the UN looking toward installation and operation of an FM station in the new headquarters of the UN in New York.

Earlier Letter

The State Dept. communication referred to an earlier letter about the UN station addressed to FCC in 1948 by Maj. Gen. Frank E. Stoner, then chief communications engineer for the UN and now a consulting engineer with Weldon & Carr in Seattle [BROADCASTING, April 10]. Gen. Stoner told the Commission the UN contemplated the establishment of an FM broadcast station which would broadcast programs in English. These programs, it was explained, would consist of running commentaries of important meetings in the Council chambers and the General Assembly and periodic news.

The UN station would program about 12 hours per day, Gen. Stoner told FCC, and would be located on the 40th floor of the Secretariat building now under construction. In 1948 it was estimated the building would be completed in early 1950. FCC's proposed reservation specifies effective radiated power of 20 kw with antenna height above average terrain of 500 ft.

The formal agreement to authorize the FM station must be made pursuant to the 1947 legislation which constitutes the agreement between the U. S. and the UN for establishment and functioning of the UN headquarters district in New York. Section 4 of this law (Public Law 357, 80th Congress, 1st Session, 61 Stat. 759) pertains to communications facilities.

This section provides for establishment and operation of shortwave equipment, for radiotelegraph, radiotelephone radioteletype, radiotelephoto and similar services; one point-to-point circuit between the UN in New York and the UN office in Geneva for the exclusive exchange of broadcasting programs and interoffice communications; low power microwave, medium or low frequency facilities for communication in the headquarters district itself; other point-to-point facilities under conditions similar to that for U. S. amateur operation, and "such other radio facilities as may be specified by supplemental agreement between the United Nations and the appropriate American authorities."

FCC HIT

Hill Group Charges Lack of Cooperation

A CHARGE that FCC refused to cooperate with a Congressional committee was raised last week by committee staff members.

In a memorandum entered into the record of hearings on the President's plans to "reorganize" FCC and other agencies (see story page 26), they asserted that "the Commissioner," presumably Chairman Wayne Coy, "countermanded" delivery of information they had requested.

They said Mr. Coy subsequently sent them a letter but that it was "silent" on the point on which they had particularly requested information.

FCC's Reasoning

Failure of FCC to deliver the material they sought was ascribed to the fact that Chairman Coy had just testified before the committee on the subject of the reorganization plan "and that a scrutiny of his testimony would disclose those facts which we sought."

But his testimony did not cover all the points on which they needed information, they asserted.

The memorandum was signed by Thomas A. Sappington, professional staff member with the Senate Committee on Expenditures in the Executive Departments, which conducted the hearings, and approved by Staff Director Walter L. Reynolds.

The memo dealt with the authority which the chairmen of the agencies in question—FCC, Interstate Commerce Commission, Federal Trade Commission and Federal Power Commission—would have in the selection of hearing examiners and other personnel if the President's plan were put into effect.

The question had been raised during the hearings [BROADCASTING, May 1]. To get specific information the staff queried the four agencies and the Civil Service Commission. Of FCC, the memo said in part:

> **Of the five agencies from which information was required in the compilation of this memorandum, only the FCC has declined to cooperate.**
>
> **In view of the necessity for expeditious accumulation of the data herein, the staff made request by telephone for the several reports required. We are advised by the FCC that the material requested by us had been prepared but the delivery thereof was countermanded by "the Commissioner," understood to be Mr. Wayne Coy, the Commission Chairman.**
>
> **The reason given for this countermanding is that Mr. Coy had testified on Tuesday, April 25, 1950 before this committee with respect to Reorganization Plan No. 11 of 1950 and that a scrutiny of his testimony would disclose those facts which we sought.**
>
> **The staff of this committee has not only read Mr. Coy's testimony but had also been in attendance at the time of its personal delivery. Although there is not available therefrom complete information as required for this memorandum, in view of the declination of the FCC to comply with our request it is necessary that we extract from the testimony and from other sources such pertinent data as may be available. . . .**
>
> **Since the original advice from the FCC, referred to in the first paragraph of this section, a letter has been received confirming the [memorandum's] statement of the personnel appointment situation there. However, the staff had, in each verbal request to the several agencies involved in this memorandum, emphasized the Committee's interest in the appointment of hearing examiners. Mr. Coy's letter is silent as to that segment of the Commission's staff.**

The Committee staff concluded that it did not have available information on "whether or not the positions of hearing examiners are included in that particular group whose appointments must be submitted to the Commission for approval" under the ill-fated reorganization plan.

Present Operation Outlined

It was pointed out that FCC's present operation is "substantially" the same as that provided in the President's proposal.

But, the memo noted, "although certain staff appointing actions are now subject to the approval of the entire Commission," under the President's plan "those matters would be under the sole authority of the Chairman, with the qualification . . . which reserves to the approval of the entire Commission the appointment of the heads of major administrative units and exempts from the plan personnel employed regularly and fulltime in the immediate offices of the respective Commissioners."

NCAB SESSION

Annual Meet Opens Today

ANNUAL convention of the North Carolina Assn. of Broadcasters opened today (Monday) at Carolina Inn, Chapel Hill. The two-day session was called to order by Robert Wallace, WOHS Shelby, NCAB president.

Highlights scheduled for today's program include address of welcome by W. D. Carmichael Jr., acting president, U. of North Carolina; showing of NAB-BAB film, "Lightning That Talks"; luncheon address, "Trend in Music Licenses," by Robert Burton, vice president, Broadcast Music Inc.; discussion of NCAB group insurance plan by James Vincent, Pilot Life Insurance Co., Greensboro; address on "Taking Another Look at North Carolina's Use Tax Law," by W. C. Harris Jr., Raleigh attorney; cocktail party hosted by WDNC WSSB WTIK Durham, WPTF WRAL Raleigh. Also scheduled is a banquet at 7:30 p.m.

Tomorrow's activities will open with an address by Andrew G. Haley, Washington attorney, on "Broadcaster's Responsibility Toward Airing Controversial Issues"; talk on "Foresight Will Minimize Construction and Operating Costs in Radio and Television Stations," by Rodney Chipp, director of engineering, DuMont TV Network; address by Harold Essex, WSJS Winston-Salem, District 4 director of NAB, on "What About NAB"; luncheon and tour of Morehead Planetarium. Concluding event will be a business session with Mr. Wallace presiding.

MANIPULATING the switch, Arthur F. Rekart (l), chief engineer, turns on the KXOK-FM St. Louis new 10 kw transmitter located in the Boatmen's Bank Bldg. in downtown St. Louis. Robert V. Nicholas, assistant, operates the control panel. New facilities, in operation since April 27, enable the station to broadcast with a radiated power of 70 kw in a 17,500 square mile area. Its new tower rises 574 ft. above street level. KXOK-FM, affiliated with Transit Radio Inc., broadcasts continuous music-news-weather programs to 1,000 buses and streetcars of the St. Louis Public Service Co.

SUPER MARKETS

Use of Radio Outlined

SUPER MARKET operators can best expand their business "through low-cost, word-of-mouth advertising over the radio," Frank Reardon, president and general manager of KBOW Butte, Mont., and owner of the largest super market in the state, asserted in Chicago last week.

Mr. Reardon outlined how to use radio at a panel meeting Tuesday morning during the 13th annual Super Market Institute, attended by 6,500 operators from all parts of the country.

Mr. Reardon recommended radio over all other media for super market owners because (1) it is fast—"With radio you can always clean up on any item that would spoil over a weekend and you can turn a loss into a profit—and (2) it sells staple and fair-traded goods, "and is best at selling nationally advertised and known brands."

Own Experiences

Discussing his own experiences with radio before he built KBOW three and one half years ago, Mr. Reardon remarked that he had been in the super market business 15 years and in the grocery business 43 years. He recalled one success story which concerned a 30,000-pound shipment of cherries which arrived on a Saturday afternoon and had to be moved fast so they wouldn't spoil by Monday. He spotted announcements on a local station and before 8 p.m. had sold the entire load. "There is no other advertising than radio that will do this for you," he said.

In another instance, he stocked up on canned goods before the war and planned to store them in a warehouse and sell from there with the help of radio. "I gave floor space to the first carload, and we never used the warehouse." As each carload arrived, it replaced its predecessor and was emptied immediately by purchases of customers.

Registers Run Riot

"We were taking money out of the store fast enough to pay cash for the goods as they arrived and get discounts. We had six cash registers, and because they didn't work rapidly enough we removed the governors so we could attend to more customers. We averaged one burned-out motor a week on the registers."

In merchandising his goods, Mr. Reardon "always ties in with nationally advertised brands, especially when they are radio-advertised. We have our own radio spots next to theirs, and place posters referring to the radio shows beside merchandise displays."

He recommended that super market owners "give up private brands, which meet a stiff sales resistance, and stick to nationally advertised brands, which increase profits and sales simultaneously."

FIRST 15 HOOPERATING LOS ANGELES, MARCH-APRIL

ALL HOMES

1. Jack Benny*	27.0	Radio
2. Charlie McCarthy*	21.0	Radio
3. Walter Winchell*	19.0	Radio
4. Bing Crosby	17.8	Radio
5. Groucho Marx	16.7	Radio
6. Red Skelton	15.7	Radio
7. Radio Theatre	15.2	Radio
8. Bob Hope	14.5	Radio
9. F. McGee & Molly	13.4	Radio
10. My Friend Irma	12.6	Radio
11. Texaco-M. Berle	12.6	TV
12. Louella Parsons*	12.5	Radio
13. Judy Canova	12.4	Radio
14. Burns & Allen	12.3	Radio
15. People Are Funny	11.6	Radio

* Includes first and second broadcast

RADIO-ONLY HOMES

1. Jack Benny*	32.8
2. Charlie McCarthy*	28.2
3. Walter Winchell*	21.1
4. Bing Crosby	20.4
5. Red Skelton	20.1
6. Radio Theatre	18.0
7. Bob Hope	17.6
8. Judy Canova	17.6
9. Louella Parsons*	17.5
10. Groucho Marx	16.7
11. F. McGee & Molly	16.5
12. My Friend Irma	16.2
13. Burns & Allen	15.7
14. People Are Funny	15.2
15. Horace Heidt	14.3
16. Our Miss Brooks	14.3

TV HOMES

1. Texaco-Milton Berle	40.7
2. Hopalong Cassidy	35.4
3. Film-Movies (Sun. 8:00-KTLA)	31.8
4. Lone Ranger	30.7
5. Western Varieties (Sat.-8:30-KTLA)	30.7
6. Laurel & Hardy	29.8
7. Chevrolet Feature Theatre	28.0
8. Harry Owens	26.0
9. Sandy Dreams	24.9
10. Time For Beany	24.2
11. Tim McCoy	23.9
12. Cyclone Malone	23.6
13. Suspense	21.5
14. Film-Western (Wed. 7:00-KTSL)	20.5
15. Pinkie Lee	19.5

The Average evening Broadcast Audience This Report is 38.4 down 1.3 from Last Report and down 0.9 from Year Ago.

CBS SALVO

Radio Gets Largest Audience Per Dollar

CBS last week let go its latest promotional salvo, a full-dress presentation which asserts that network radio delivers more audience per dollar than either magazines or newspapers.

The presentation, called "Radio's Extra Profit Margin," compares results to be expected from a $22,000 investment in (1) CBS network radio, (2) national magazines, (3) newspapers.

The CBS study was first shown on May 12 to representatives of 56 CBS affiliates meeting in New York. Their response was described as enthusiastic.

In CBS radio, the presentation says, $22,000 will reach 12,667,000 prospects—figures arrived at by computing costs for time and talent on the average CBS half-hour, evening programs and computing audience size by applying the most recent Nielsen Radio Index CBS evening, half-hour average to the total radio homes and multiplying that by the 2.34 persons per set that C. E. Hooper estimates.

In *Life* magazine $23,000 will reach 9,519,000 prospects—figures reached by computing the cost of a four-color, full-page ad and using magazine audience group study figures on average noters of such an ad per issue.

In newspapers, $22,000 will buy 500-line ads in leading newspapers in 49 of the biggest cities and will reach a total of 5,836,000 prospects—figures reached by applying the percentage of noters per 500 line ad (Analysis of Continuing Study of Newspapers) against total readership of the papers.

The CBS presentation points out that "noting" magazine and newspaper ads creates the largest possible audience figures for those media and that "average audience" creates the smallest figures for radio.

Even with those facts in mind, the conclusion that radio is cheaper than magazines and newspapers is inescapable, according to the presentation.

It points out that the average $22,000 CBS program delivers 577 listeners per dollar while *Life* delivers 414 noters per dollar and newspaper delivers only 263 noters per dollar.

In the past two years, CBS points out, television homes grew from 189,000 to 5,000,000, but radio homes also grew—from 37,600,000 to 40,700,000. Despite the growth of television, the average CBS nighttime sponsor is getting 1,243,000 more listeners per broadcast now than he got in 1948, the presentation asserts.

The new CBS presentation, plus optimistic sales reports from network executives and from stations, reportedly evoked enthusiasm among the representatives of the 56 CBS radio station affiliates who gathered at the Ritz-Carlton Hotel, New York.

The special meeting was confined to affiliates situated in television markets and was designed to invigorate radio activities in those areas where television constitutes a threat.

A roster of CBS executives, headed by Frank Stanton, president, addressed the affiliates, and all had cheering news of rising billings and audiences to report.

The meeting of the officials from the 56 affiliates followed a three-day session, also at the Ritz-Carlton, of the CBS Affiliates' Advisory Board.

NAME LOUNSBERRY

Again Heads CBS Affiliates

I. R. LOUNSBERRY, president and general manager of WGR Buffalo, has been reelected chairman of the CBS Affiliates Advisory Board.

Mr. Lounsberry

E. E. Hill, executive vice president of WTAG Worcester, was reelected secretary. In addition to Messrs. Lounsberry and Hill, members of the board are: C. T. Lucy, WRVA Richmond; Glenn Marshall Jr., WMBR Jacksonville; Howard Summerville, WWL New Orleans; Richard Borel, WBNS Columbus, Ohio; William Quarton, WMT Cedar Rapids, Ia.; Clyde Rembert, KRLD Dallas; Clyde Coombs, KROY Sacramento, Calif. The board met in New York May 10-12.

Mrs. Walter E. Benoit

MRS. WALTER E. BENOIT, wife of the vice president of Westinghouse Radio Stations Inc., died Thursday night in Abbington Memorial Hospital, Philadelphia. She had been ill for some time. Mrs. Benoit will be buried this morning (Monday) from the L. H. Caron & Son funeral home in Chicopee Falls, Mass. Services will be held at 9 a.m. in St. George Roman Catholic Church, Chicopee Falls.

Pioneers Meet May 26

RADIO PIONEERS will hold a special luncheon May 26 at the Hotel Roosevelt, New York, at 12:30 p.m. Session has been called by the group's new president, Frank E. Mullen, board chairman of Jerry Fairbanks Inc.

ELECT WEIL

New President of FLQN

RALPH N. WEIL, general manager, WOV New York, was elected president of the Foreign Language Quality Network Inc. Thursday at the first meeting of the stockholder stations of FLQN, held at WOV.

Each of the eight charter member stations is represented on the board by a vice president, elected as follows: Patrick J. Stanton, WJMJ Philadelphia, also elected chairman of the board; Roy E. Ferree, WHOD Homestead, Pa.; Lee C. Mikesell, KSAN San Francisco; Ralph H. Robinson, WACE Springfield, Mass.; Sam R. Sague, WSRS Cleveland; E. Douglass Hibbs, WTEL Philadelphia; Aldo De Dominicis, WNHC New Haven.

Mr. Hibbs was named secretary; Mr. De Dominicis, treasurer, and Claude Barrere, exec. secretary.

Eleven other stations have confirmed their intentions of participating in the development of FLQN and of becoming stockholders, Mr. Barrere reported. This permits the group to offer advertisers outlets in the two languages with most widespread national distribution—Italian and Polish—in 18 markets, including Boston and Springfield, Mass.; Providence and Westerly, R. I.; Hartford-New Britain, New Haven, New York, Buffalo, Philadelphia, Scranton-Wilkes-Barre, Pittsburgh, Baltimore, Cleveland, St. Louis, Chicago, Milwaukee, Los Angeles and San Francisco.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

1949 BMB

Day—110,590 *families in* 36 *counties*

Night—85,830 *families in* 31 *counties*

and

3 to 7 days weekly:

Day—90,320 *families*

Night—66,230 *families*

(Retail sales in the area are over $600 million yearly)

WDBJ

CBS • 5000 WATTS • 960 KC

Owned and Operated by the TIMES-WORLD CORPORATION

ROANOKE, VA.

FREE & PETERS, INC., *National Representatives*

CBS Quits NAB

(Continued from page 23)

fold because of opposition to network membership, even as associates, might decide to join the association as a result of last week's defections.

Charles R. Denny, NBC executive vice president, said that NBC had "no plans for withdrawing from the NAB."

Frank White, president of Mutual, issued a similar statement.

It was learned, however, that both networks were carefully trying to assess what influence would be exerted by further network withdrawals on the operation of the trade association. The elimination of all four networks and their owned stations would seriously deplete NAB income, perhaps so seriously as to require complete revamping of the present structure of the association.

Mr. White, it was learned, will discuss the question of Mutual's continuing as an NAB member with the Mutual board of directors at its next meeting, scheduled for mid-June in New York.

Ream Statement

In announcing the CBS resignation from the association, Joseph H. Ream, CBS executive vice president, said the question had been under study for more than a year.

"We have concluded that the services provided by NAB are largely duplicated by the services which we ourselves provide for the CBS network and the CBS-owned stations," Mr. Ream said, "and the fact that we have been members of the NAB has led to confusion and misunderstanding in a number of areas in which CBS has been active in its own name.

"It is our belief that the NAB can and does provide many valuable services to independently owned stations, and we do not wish our resignation to be taken as an example to be followed by any independently-owned station.

"The manifold problems of the radio industry attest to the need for a trade association such as the NAB. The anomaly, however, of network membership has become increasingly apparent recently, and it is for this reason that CBS is resigning."

The seven CBS-owned stations whose memberships were resigned simultaneously with the withdrawal of the network are WCBS New York, WEEI Boston, KMOX St. Louis, WBBM Chicago, WCCO Minneapolis-St. Paul, KNX Los Angeles and KCBS San Francisco.

ABC's owned and managed stations are WJZ New York. WENR Chicago, WXYZ Detroit, KGO San Francisco and KECA Los Angeles.

P&G DROPS QUIZ

Offers Edwards TV Version

PROCTER & GAMBLE Co., after 10 years, has cancelled the weekly NBC *Truth or Consequences* following the June 14 broadcast, but made Ralph Edwards, program packager and m.c., a definite offer to put that show on TV. Program would be filmed in Hollywood.

Mr. Edwards has reserved decision pending negotiations with another radio sponsor. The AM show already has been offered to advertising agencies and their clients. Should the new radio sponsor not insist upon video rights, Mr. Edwards will re-sign with Procter & Gamble, it was said.

In Hollywood last week to confer with Mr. Edwards were A. N. Halverstadt, manager of radio and media division, and Gail Smith, radio and TV executive, of Procter & Gamble; Lewis Titterton, vice president in charge of radio and TV, and Leonard T. Bush, director and secretary, both of Compton Adv. Inc., New York.

ABC INCOME UP

TV Billings Are Credited

SPECTACULAR increase in TV billings, both on the network and on owned - and - operated stations, was mainly responsible for the improvement in ABC's first quarter financial report this year as compared with last [BROADCASTING, May 15], it was pointed out last week.

According to Publishers Information Bureau, ABC-TV network gross billings in the first quarter of 1950 were $784,311. In the same period last year they were only $51,299.

The billings of individual ABC-owned television stations are not matters of record, but it is known they have increased sharply since the first quarter of last year, and some of the stations are near the break-even point.

ABC recorded net income of $93,000 in the first quarter of 1950, compared with a net loss of $64,000 in the first quarter of 1949.

Another factor influencing the improved financial report, it was said, was rigorous economizing at the network, both in operations and personnel. For example, WJZ-TV New York, key station of the network, has been telecasting on a five-day-a-week schedule in recent months, thus saving overhead. Last week it was announced the station would return to the seven-day-a-week schedule, an indication of how much the television revenue situation has improved for the network.

The better ABC financial record in the first quarter of 1950 was achieved despite a severe decline in radio network billings. PIB reported ABC's gross radio billings in the first quarter of 1950 were $10,184,501 compared with $12,152,424 in the same period last year.

VIRGINIA ASSN.

Irvington Meet May 25-26

INDUSTRY problems centered in station operating costs, local promotion and impact of TV will be discussed by the Virginia Assn. of Broadcasters at a meeting to be held May 25-26 at Tides Inn, Irvington, Va. Phil Allen, WLVA Lynchburg, will preside.

Opening speaker will be Harold Essex, WSJS Winston-Salem, N. C., newly elected NAB District 4 director. Mr. Essex will discuss NAB functions. Richard P. Doherty, NAB employe-employer relations director, will discuss NAB's station cost study and wage-hour regulations. Keith Kiggins, of Edward Petry & Co., will review TV developments.

Station promotion in the local field will be discussed by Fred Lowe, promotion manager of WTAR Norfolk, winding up the Thursday proceedings. Business meeting and election of officers are scheduled Friday.

FIRST QUARTER of 1950 Canadian radio set sales amounted to 142,650 units as compared to 138,778 in 1949, Canadian Radio Mfrs. Assn. reports. Radio inventories increased to 152,639 receivers as against 125,884 before.

RECORDING STANDARDS

NAB Drafts Data

NEW standards for disc and tape recording devices, designed to bring uniformity in equipment and response, have been approved by an NAB committee and are being sent to the industry for comment. The standards will be added to revised standards adopted in April 1949.

The Executive Committee of the NAB Recording & Reproducing Standards Committee has approved the new standards, originally submitted by project groups. Chairman of the executive group is Robert M. Morris, ABC. The top Recording & Reproducing Standards Committee, of which NAB Engineering Director Neal McNaughten is chairman, comprises all industry elements having an interest in recording.

NAB board approval is required before the standards become effective. The new proposals are to be submitted to the board in June along with standards covering magnetic tape reels as well as disc wow factor, platen size and center hole which were approved by the top committee April 15 [BROADCASTING, April 24].

Started in 1940

Adoption of recording standards was started in 1940, leading to virtual worldwide use of many characteristics. The project was suspended by NAB during the war and then resumed in 1947 by nine project groups under Chairman Morris.

The standards were completely revised in 1949, but some elements in the recording process are still not standardized.

NAB is considering an oft-heard proposal that it exclusively produce and distribute standard reference recordings, both tape and disc, to insure maintenance of standards.

Newest additions to the mechanical recording standards provide clockwise rotation for disc records. Minimum rumble characteristics are specified. Specifications for lateral frequency records are listed, including physical characteristics, groove contour, recording level, frequency characteristic, symmetry of reflected light pattern, recorded frequencies, noise, distortion and label information.

Additional standards are provided for magnetic tape recording. Erasing function is to be applied to the entire width of the tape. With present standards for high-quality broadcast use set at 15 inches per second, length of tape is to be 2,400 feet, providing 30 minutes of recording. A secondary standard of 1,200 feet provides a 30-minute recording time.

Deviation of response is not to exceed plus or minus 1 db. Detailed specifications are given for the standard reference tape.

KDKA
PITTSBURGH
Selling to Six Millions
W WESTINGHOUSE RADIO STATIONS Inc

Return Bout

(Continued from page 23)

Your Life moves from CBS to NBC next fall in a combined radio-television deal should be decided before this week-end, according to John Guedel, co-owner and packager with Mr. Marx. The show has been renewed for another 39 weeks starting next season by DeSoto-Plymouth on CBS.

NBC is said to have offered Mr. Marx a guaranteed 10-year deal with television figuring prominently. CBS, it is understood, is willing to top any NBC offer.

Networks would buy all rights to *You Bet Your Life.* Besides the services of Mr. Marx, it would include Mr. Guedel's production staff. Although neither CBS or the packagers would reveal the amount of money involved, Mr. Guedel said it was "in the millions." Besides offers from NBC and CBS, he said there "has also been talk with ABC."

Miss Shore also is considering bids from NBC to move from CBS where her radio show now is sponsored by Procter & Gamble. This offer came from Mr. Trammell through Mr. Sacks when the latter was in Hollywood recently.

Dinah Shore Offer

Mr. Sacks also offered her an RCA-Victor five-year contract calling for $400,000. Miss Shore's current Columbia Records contract, which expires next Jan. 1, guarantees her $250,000 in five years. Mr. Paley and Goddard Lieberson, vice president of Columbia Records, also talked about a new deal with her, but Miss Shore reportedly is still considering.

NBC would like to have Red Skelton back but no TV arrangement can be made because of his MGM contract which forbids video appearances. The film studio is "cold" to television.

There have been talks too with Jimmy Durante and Phil Cohan, producer and co-owner of the NBC-*Jimmy Durante Show.* Although NBC would like to retain him, CBS and ABC also would like to have the comic with TV in view. He is under contract to MGM for another year, but when that expires he will be free to make other commitments.

Edgar Bergen was another star, now appearing on CBS, whose services were being sought last week by NBC and RCA Victor. Mr. Bergen's contract with CBS, which wooed him away from NBC a year ago, runs through 1951, and he has been renewed on CBS by his sponsor, Coca-Cola.

The primary romancing of Mr. Bergen was being done by Mr. Sacks, who seeks him for an RCA Victor recording contract, but interest also was shown by NBC in obtaining the ventriloquist for services after termination of his CBS and Coca-Cola arrangements.

PLAYS, drama magazine for young people, publishes book entitled, *Radio Plays for Young People,* which contains 15 classic stories adapted for radio by Walter Hackett.

EYES ON PRIMARIES

Congress Awaits Results

THE NATION's solons, with one eye on unfinished Capitol Hill business and the other on the '50 Congressional elections, are currently channeling their interest to state primaries now in progress. On the results will hinge the complexion of the 82d Congress and the legislative course of communications during 1951-52.

Of particular interest to the radio industry is the membership of the House Interstate & Foreign Commerce Committee, whose 28 seats are at stake, and the Senate Interstate & Foreign Commerce Committee, five of whose members will be up for re-election this fall.

With respect to the House group, the test will reach its peak in primaries involving its members this September when nine Congressmen will bid for additional two-year terms. Six committeemen have an interest in primaries held during May.

Of the powerful, more radio-active Senate Interstate Commerce Committee, five Senators each will seek another six-year term. They are Sens. Charles W. Tobey (R-N. H.), Homer E. Capehart (R-Ind.), Brien McMahon (D-Conn.), Francis J. Myers (D-Pa.) and Warren G. Magnuson (D-Wash.).

Tenure of Sen. Edwin C. Johnson (D-Col.), committee chairman, does not expire until 1955, though admittedly his chairmanship of the Senate group and its makeup in the interim will hinge on the fortunes of the Democratic Party. Sen. Ernest W. McFarland (D-Ariz.), head of the Senate Interstate Commerce communications subcommittee and second-ranking committee member, will face voters in the '52 Presidential elections. The terms of Sens. Owen Brewster (R-Me.), John W. Bricker and John J. Williams (R-Del.) also expire in 1953.

Sen Myers, No. 2 Senate ranking Democrat and Majority Whip, last week was unopposed for Democratic renomination in Pennsylvania. Primaries in New Hampshire and Washington, home states of Sens. Tobey and Magnuson, respectively, are slated for Sept. 12.

Status Not Set

Nominations of Sen. Capehart and Sen. McMahon will be determined by party conventions. Sen. Capehart, former owner of a radio manufacturing firm bearing his name, presently is active in a commercial phonograph producing firm. Sen. Tobey, ranking Republican committee member, anti-monopoly crusader and outspoken critic of FCC, has served since January 1939.

On the House side, Rep. Robert Crosser (D-Ohio) of the Interstate & Foreign Commerce group appears virtually to have assured himself of the chairmanship if the Democrats preserve their House majority. Though opposed in the Ohio primaries, he is expected to return to Congress next January for his 18th term.

In the event that the Republicans gain control of the lower chamber, the post presumably would go to Rep. Charles A. Wolverton, ranking GOP committeeman, who is favored following conclusion of the New Jersey primaries last April.

Rep. Alfred L. Bulwinkle, (D-N. C.), titular head of the group's FCC-FTC-SEC subcommittee, already has announced he will not compete in his state's primaries, which begin this Saturday.

In his absence the communications post has been filled by Rep. George Sadowski (D-Mich.), himself ailing, as acting chairman. Rep. Sadowski plans to enter the Sept. 12 primaries in Michigan in search of his eighth term.

Rep. Sadowski has been more actively associated with radio measures during the 81st Congress than either Chairman Crosser, whose greatest interest is transportation, or Rep. Bulwinkle.

Other figures familiar in radio circles also will be watched with interest as the primaries unfold.

Congressmen and dates of primaries listed in parenthesis:

Reps. John Phillips (R-Calif.), who with his sons sold KPAS Banning, Calif., last year (June 6); Alvin E. O'Konski (R-Wis.), owner of WLIN Merrill, Wis. (Sept.19); Harris Ellsworth (R-Ore.), who holds 125 out of 500 stock shares in KRNR Roseburg, Ore. (last Friday, May 19); W. Kingsland Macy (R-N.Y.), whose brother Valentine is president of West Chester Broadcasting Corp., licensee of WFAS White Plains, N. Y. (Sept. 19); Karl Stefan, formerly WJAG Norfolk, Neb., newscaster (Aug. 8); Francis Walter (D-Pa.), frequent critic of FCC, (unopposed last Tuesday, May 16); R. B. Wigglesworth (R-Mass.), another FCC critic (Sept. 19); H. R. Gross (R-Iowa), formerly news editor of WHO Des Moines, KXEL Waterloo and WISH Indianapolis (June 5).

Unopposed nomination of Frank T. Bow, former counsel for the House Select Committee to Investigate FCC during the 80th Congress, as Republican candidate for Ohio's District 16 also is being closely watched. If elected this fall, Mr. Bow may introduce a resolution to probe FCC on broadcast matters [CLOSED CIRCUIT, May 8, BROADCASTING, Dec. 5, 1949]. He formerly was a newspaperman and commentator for WPAY Portsmouth, Ohio.

Up for re-election on the Senate side is Sen. Chan Gurney (R-S. D.), whose family formerly operated WNAX Yankton, S. D. South Dakota primaries will be held June 6.

Sen. Robert Taft (R-Ohio), ranking Republican of the Senate Labor & Public Welfare Committee and member of the Senate Finance group, is expected to carry one of Ohio's two Senatorial seats.

Sen. Taft's family holds ownership interests in WKRC Cincinnati and the *Times Star.*

PROFITS SOAR

Night Club Turns to Radio

THE NIGHT CLUB business today isn't what it was a few years ago. But the profit chart at Philadelphia's Latin Casino tells a different story now that WPEN's three-hour *Kal Ross Show* has taken over.

Radio was employed when Harry Steinman, club's owner-operator, had a hunch in mid-April, as sales sagged to a new low, that a well-programmed radio show would prove a stopgap. He contacted WPEN General Manager Edward C. Obrist and two weeks later, the Ross show originated from the club's Circus Lounge nightly from 11:05 p.m. until 2 a.m.

After one month passed, Mr. Steinman had this to say: "Before my radio brain storm, I had quite a few vacant seats each night. Now traffic has increased 800%. I sure picked the top man and the right station." Presenting a varied show, Mr. Ross interviews celebrities from the world of sports, stage, screen and theatre; talks about world affairs to listeners over the phone; reviews books, plays and moving pictures, and spins records intermittently.

185 FAMILIES FOR ONE CENT

•

➔ *See Centerspread This Issue* ⬅

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

FCC Reorganization

(Continued from page 26)

has "to take it up with the Commission every time he makes a minor work assignment." He said functions dealing with the expenditure of funds and reviewing budget estimates is still held by the Commission itself.

Sen. Humphrey felt the evidence before the Expenditures Committee was "rather overwhelming" for reorganization, and said that "what this plan authorizes is merely that the [FCC] plan which has been in effect for one year on a temporary basis shall become a permanent administrative plan for the organization."

Voting lineup on the FCC plan indicated almost as many Democrats opposed to the President's proposal as favoring it. Twenty-four Democrats and 26 Republicans opposed it, while breakdown of those approving it showed 15 Democrats and eight Republicans, including Sen. Charles Tobey (R-N. H.) of the Senate Interstate Commerce Committee, which is headed by Sen. Johnson.

Not Opposed to 'Principle'

Comr. Hyde, in a statement on the Truman proposal, wrote Sen. McClellan that he is not opposed to the "principle of delegating certain purely administrative and executive functions" to the Chairman. But he felt the plan "goes too far in its delegation and might . . . at some future time, result in the concentration of control in the hands of a Chairman desirous of obtaining such control." . . . He observed:

> **. . . The broad powers proposed to be transferred [appointment of personnel] . . . are not sufficiently tempered or limited by the other [provisions] so as to eliminate the danger of one-man control . . . Such limitations as are set forth in the plan are so broad as to possibly lead to abuse of the delegation or to undesirable problems of jurisdiction within the Commission.**
>
> **Specifically, the appointment or supervision of "all personnel" might tend to place such personnel under the personal influence of the Chairman possessing such power and thus to diminish the influence and prestige of the other members . . . with the staff. A natural reaction on the part of the staff might be to unduly minimize the views and desires of the other Commissioners and to satisfy [those] of the Commissioner directly concerned with their appointment and promotion.**
>
> **Control over the "disposition of business" might also result in an undesirable stressing or minimizing of particular projects in accord with the Chairman's views which perhaps might not be in accord with the views of the Commission or a substantial minority thereof. The control over the use and distribution of funds could also result in the advancement or delay of projects in accord with a Chairman's personal desires. . . .**

The
QUA
in
WQUA
means
QUAlity
Service and
QUAntity
Audience
among the 225,000
People in the
QUAd Cities
DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE
WQUA FULL-TIME MUTUAL
RADIO CENTER MOLINE, ILL.

Comr. Hyde made plain that his views should not be construed as a "reflection" on Chairman Coy but were expressed to show "what I believe to be the inherent danger" of the plan.

Comr. Sterling pointed out to the committee that the Commission already has revised its internal administrative affairs and felt the Truman proposal is "unnecessary to accomplish" the transfer of functions.

The Senate reversal came after Sen. Herbert O'Conor (D-Md.) had reported "adversely" the Johnson resolution on behalf of the Senate Executive Expenditures Committee Tuesday. The Truman plan had been favored 6-5 in committee over the strong objections of Chairman McClellan (D-Ark.). No minority views were filed with the report.

Opposition Vote

Voting against the Truman FCC plan in committee, it was learned authoritatively, were Sens. Karl Mundt (R-S. D.), Joseph McCarthy (R-Wis.), Margaret Chase Smith (R-Me.), Andrew F. Schoeppel (R-Kan.) and Sen. McClellan. In favor were Sens. Clyde R. Hoey (D-N. C.), Humphrey (D-Minn.), William Benton (D-Conn.), Irving Ives (R-N. Y.), Edward L. Leahy (D-R. I.) and O'Conor. Sen. Arthur Vandenberg (R-Mich.), who has been ill, and James O. Eastland (D-Miss.) abstained from voting, though the latter voted against the reorganization plan on the floor. Sen. Eastland's vote would have deadlocked the committee report had it been cast in committee.

The majority report of the committee felt it "perfectly obvious" that the plan would not have transferred to the FCC Chairman functions which are not presently vested within the Commission. It added:

> **The most conclusive evidence of the merits of the plan is that the FCC has operated for the past year under FCC Administrative Order 8 which is practically identical with Plan No. 11. Not one of the "inherent dangers" witnesses repeatedly charged would be brought about if administrative responsibility for . . . day-to-day operations are transferred permanently to the Chairman . . . have come about. . . .**

With respect to the Administrative Procedure Act, the majority took exception to charges that the Truman plan would vest in the Chairman "the right to hire and fire hearing examiners without recourse to the Commission, and that he might influence decisions on cases which met his approval by assignments to examiners who were inclined to the same views."

Examiners cannot be appointed by the Chairman alone without Commission approval, and the Act contains "adequate protections" through rotation of cases "which the Chairman could not ignore," the majority asserted.

Additionally, it said, the Hoover Commission on Reorganization stressed the "great" administrative burden on individual Commissioners, an "intolerable situation" which the majority felt would be corrected by the Truman plan.

HONOR GRIGNON

For Druggist Program

MILWAUKEE County Pharmacists Assn. will honor WISN Milwaukee's general manager, Gaston W. Grignon, at a dinner party June 7 marking the completion of eight years of continuous broadcasting of the public service program, *Know Your Druggist Better*.

Mr. Grignon

The weekly 15-minute dramatic series, which has been under Mr. Grignon's supervision since it first took the air, has received acclaim from prominent figures in the American pharmaceutical world as one of the finest shows of its type in the country. Each week the program features some phase of the pharmacist's work and his contributions to better living.

The radio committee of the Milwaukee County Pharmacists Assn. acts as an advisory board for the program and checks each script for professional accuracy. The committee also makes recommendations for new subjects to be featured on the series.

KICK LICENSE

Renewal Hearing Ordered

LICENSE renewal application of KICK Springfield, Mo., was designated for hearing by FCC last week. The Commission indicated it wished to investigate ownership of the station and determine whether any misrepresentation has been made.

KICK, assigned 250 w fulltime on 1340 kc, is on temporary license to Sept. 1. FCC ordered the license renewal hearing to commence Aug. 1 in Springfield.

The Commission denied petitions by KTTS Springfield which sought reconsideration of FCC's grant of a license to KICK last September and to designate the license application for hearing. FCC said the renewal hearing on its own motion would be more conducive to the proper dispatch of its business than the type hearing sought by KTTS.

Telecasting Insert →

Pull Out for Filing

HENNOCK HOPE

Educators Must Cooperate

FCC ALONE can't improve programming, FCC Comr. Frieda B. Hennock warned educators Wednesday at a symposium on the regulation of radio and communication held at Mount Holyoke College, South Hadley Mass. At best, she said, the FCC limited authority—such as license renewal power—is negative rather than constructive.

Urging educators, parents groups and the individual to let broadcasters know their views on programs, Comr. Hennock suggested they cooperate with local stations and if possible create programs themselves which they believe desirable.

On the question of types of programs available to the American radio or TV audience, Comr. Hennock said "the cultivated and the educated have always been the first to complain about what gets on the air, but their affirmative contributions have been niggardly, to say the least."

The Mount Holyoke speech was a reiteration of Comr. Hennock's views on radio and television programming and the educators' responsibility. Once again, Comr. Hennock warned them to avoid being left out of TV—as they were left out of standard radio—by actively supporting those organizations participating in FCC's TV hearing and by seeking TV channels for educational purposes.

By pointing out that the responsibility for program improvement is with the educators and not the FCC or any governmental agency, Comr. Hennock contended educators "who can see no further than their own schoolrooms or campuses are neglecting some of their most important charges."

Warning that TV now is at a crucial stage of development, the Commissioner said the educational community must "try to assure that television does not rest completely in commercial hands."

AWB MEETING

Hardy To Speak

RALPH W. HARDY, NAB government affairs director, will address the seventh annual convention of the Assn. of Women Broadcasters, meeting June 1-4 at the Hotel Cleveland, in Cleveland, according to Bette Doolittle, AWB executive secretary. Mr. Hardy will speak at the June 3 luncheon.

Convention proceedings open June 1 with registration and a regional luncheon for all 17 districts. Presiding will be Katherine Fox, WLW Cincinnati, AWB Executive Committee chairman. Eleanor Hanson, WHK Cleveland, is chairman of the AWB Convention Committee.

MAY 22, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

Time & talent cost tears got you swamped?

See Daylight
with Du Mont
Daytime Television

Dry those eyes. Take a good, clear look at Du Mont Daytime Television—*your customers do.* If you need major results on minor time and talent money—this is your buy. Network or local, we can show you actual case histories of Du Mont daytime programs that pay their cost many times over in direct phone and mail sales.

TELEVISION DUMONT NETWORK

America's Window on the World

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What's New in Television? **Take a Look at WPTZ!**

At 3 o'clock we're *Really Cooking!*

As an important feature of our afternoon program schedule, "Deadline for Dinner" not only gives the housewives of Philadelphia some mighty useable ideas for tomorrow night's dinner but brings in outstanding Philadelphia chefs to tell them exactly how to prepare the special dishes.

The program, part of WPTZ 3 P.M. cooking strip, is on the air Monday and Tuesday immediately following "Hollywood Playhouse," the hour-long daily feature picture.

Results from "Deadline for Dinner" in the three weeks it has been on have ranged from excellent to staggering! For instance, the other day the chef of the Hotel Warwick demonstrated how to make Shrimp Lamaze, the hotel's famous and once secret specialty. The first mail brought 1300 letters requesting the recipe! After that we lost count but it seemed like *everybody* wrote us including a chap who owed us money who said he still couldn't pay but wanted the recipe anyway.

With four years of post war experience in producing cooking shows . . . facilities which include three full scale working kitchens for both gas and electricity, WPTZ certainly should know how to make the most of such programs.

If you have a food or household product and want to reach the 435,000 television homes in Philadelphia at reasonable cost—"Deadline for Dinner" is a steal! This successful program is now available either on a participation or fully sponsored basis.

For more complete information see your NBC Spot Sales Representative or call us direct.

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MAY 22, 1950

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$7 annually, 25c weekly

KTTV BUYS NASSOUR STUDIOS

Sale Price $2 Million

WITH PRICE said to be $2 million, KTTV Inc., Los Angeles, has purchased the Nassour Studios at 5746 Sunset Blvd., Hollywood, and the property is now in escrow [CLOSED CIRCUIT, May 8]. Joint statement last Tuesday by Norman Chandler, president of *Los Angeles Times* and KTTV Inc., and Edward and William Nassour, announced the purchase.

Transfer of studio property title is expected to be completed within two weeks, it was said. KTTV has been operating from four different locations and will move to the new headquarters by June 1.

In addition to purchasing the studios, it is understood that KTTV has arranged to buy land and apartment houses adjoining on Van Ness Ave. which the Nassour brothers had under lease with option.

In 'Radio Row'

Office structure and sound stages, newest and among the most modern in the motion picture industry, occupy approximately 3½ acres and are located in Hollywood's "Radio Row." Construction of Nassour Studios was completed last year.

KTTV television production will occupy a portion of the sound stages with the remainder as well as office space available to independent motion picture producers.

Will Expand

"These fine new facilities will enable KTTV to produce television programs under ideal conditions," said Harrison Dunham, general manager. He added that facilities also will permit KTTV to start daily telecasting at 1 p.m. instead of the curent 4 p.m. time, effective June 5. With time expansion KTTV becomes the third Los Angeles station to telecast during daylight hours and will be operating on a 66-hour and 30-minutes weekly schedule. Other Los Angeles stations are KFI-TV and KLAC-TV.

The *Buster Keaton Show* will be the first filmed by KTTV under the new corporation set up by the *Los Angeles Times* for the handling of syndicated programs. Shooting is expected to start in late June. Mr. Dunham has signed some 25 TV stations, all newspaper-owned, to participate in the leasing of these filmed programs.

Managers' Meet Set

He plans to have general managers of these TV stations in Hollywood for a roundtable discussion with KTTV executives in mid-June. Besides financing, discussion will include type of programming and amount each station will need or can use. An executive producer to handle the as yet unnamed syndication setup will be appointed in the meantime.

TV COMMERCIALS

McNamara Cites Errors

MANY television commercials fall by the wayside because they were either (1) badly conceived, (2) made on too small a budget, (3) had too short a production schedule or (4) didn't have adequate scheduling.

So declared Don C. McNamara, television director of Telefilm Inc., Hollywood, when he addressed the San Francisco Ad Club members in the Palace Hotel, that city, May 16. Analyzing various types of film commercials to show what makes them "tick," he said that of some 8,000 made, "you can rule out 4,000" as not having a chance due to one of those four reasons.

He used the Lucky Strike dancing cigarettes as a successful illustration and pointed out that this was a new idea worked out effectively and given heavy scheduling. Mr. McNamara said it was the province of the film producer to work closely with the advertising agency in order to produce the finest product for the budget allowed, and by doing so improve effectiveness of known techniques; find new ones and use TV for what it is—"the most potent selling force the world has ever known."

CTI SHOWING

Calls RCA, CBS Monopolistic

COLOR TELEVISION Inc. demonstrated its color TV system for FCC on its San Francisco home grounds last week, simultaneously attacking the objectives of its rivals—RCA and CBS—as monopolistic and their color systems as impractical and undesirable.

CTI President Arthur S. Matthews, referring to CTI's two "mammoth" competitors, described his company as "the small dark horse" in the color contest and said it asks only a "fair chance" and seeks no "domination over this industry."

After the demonstration, presented Wednesday with Chairman Wayne Coy and Comr. Rosel H. Hyde representing the Commission, Mr. Matthews reiterated that the CTI system is completely compatible with present black-and-white, produces a good color picture, and "requires no souping-up of transmitters."

Uses KPIX

The San Francisco showing, scheduled after CTI equipment developed defects in the RCA-CBS-CTI comparative demonstrations in Washington earlier this year, was staged at the St. Francis Hotel. Telecasts originated in the CTI laboratories, were microwaved approximately two miles to the KPIX San Francisco transmitter, and were broadcast on KPIX's Channel 5 (76-82 mc). Authorities said no alteration of the KPIX equipment was necessary.

Color and monochrome sets supplied by RCA were used along with CTI color sets. The RCA color receiver employed dichroic mirrors. The tests were conducted under the supervision of FCC engineers: E. M. Allen, technical research chief, and Wilmar K. Roberts of the FCC laboratories. Assistant General Counsel Harry M. Plotkin, chief counsel for the Commission in the color proceedings, also witnessed the showing.

CTI spokesmen hailed the tests as a successful presentation of the "interlaced" color shift technique which the company had planned to show before the equipment breakdown in Washington.

Interlaced Shift

The interlaced shift was described as a double shift in which each picture line appears in all three colors—green, red, blue—in the course of six field scannings. Each color appears in successive frames, as nearly as is geometrically possible, "interlaced" or halfway between its appearance in the preceding frames.

CTI officials claimed it to be the best pattern yet produced and called it a "marked step forward, insuring both better color pictures and completely compatible black-and-white pictures."

A four-colored pinwheel spinning at 40, 80, 120 and 150 revolutions per minute in front of the pictures revealed no breakup or fringing of colors.

CTI told the FCC members and more than 100 press and industry representatives at the demonstrations that the tests "completely refuted charges that lack of definition has masked defects in the CTI system."

Comparative average resolutions on the three types of receiver used in the tests were reported as: 230 lines vertical and 200 horizontal, and 210 vertical and 250 horizontal, for two CTI sets in use; 300 vertical and 267 horizontal for the RCA black-and-white receiver, and 267 vertical and 237 horizontal for the RCA color receiver.

Industry witnesses appeared particularly enthusiastic about the quality of reception on the black-and-white set.

A spot check of several observers brought unanimous agreement that the black-and-white picture from the CTI color transmission was of better viewing quality than is usually achieved with black-and-white transmission.

In his attack on RCA and CBS at a brief hearing following the

(Continued on Telecasting P. 17)

NEW CBS color camera chain, which is one-sixth the size and one-third the weight of present black-and-white cameras, is held by James Reeves (l), CBS engineer, as Dr. Peter Goldmark, the network's director of engineering and research development, inspects the unit.

THREE COLOR TUBE

DuMont Issued Patent

A THREE-COLOR direct view television tube, for which a patent was issued last week to Allen B. DuMont Labs, was described Thursday at a news conference by Thomas T. Goldsmith Jr., DuMont director of research, as offering a "basic contribution" to the development of color television.

Similar in construction to the usual black-and-white picture tube, the new tube in place of the coating of fluorescent material which produces a black-and-white picture has a fluorescent screen composed of tiny fluorescent dots which give forth red, blue and green colors, respectively, when struck with the electron beam. These dots, numbered in the order of 1,000 to one as compared to picture height, are so arranged that each dot of one color is surrounded by dots of other colors and are placed so close together that they produce fine picture detail, Dr. Goldsmith said.

Operation Outlined

In operation, as the electron beam of the color TV tube passes over the tiny color spots successively the beam is turned on and off rapidly in accordance with both the brightness and color of the picture to be reproduced. The fluorescent dot screen is employed at both ends of the TV system, in the camera tube as well as the receiver tube, and can be used with any of the three color systems which have been proposed to the FCC—the field sequential, dot sequential or line sequential.

At the camera end, Dr. Goldsmith said, the new tube has great advantages over the three-gun color tubes which require the most careful handling to obtain correct color registration whereas this tube does the whole process in one focus and with one instead of three optical registrations.

"This tube provides an all electronic system of high definition, compatibility, and also large picture size," Dr. Goldsmith stated. "It provides for compact cabinet size with a minimum of additional equipment within the set. It does away with motors, whirling disks, extraneous apparatus, and hazards. It also eliminates expensive distorting lenses or pale, dim projected images, or dichroic shadow tunnels requiring complicated and costly mirrors and optical alignment equipment."

Kasperowicz Inventor

Henry Kasperowicz of the DuMont Labs invented the tube some five years ago, Dr. Goldsmith said, explaining that application for a patent was filed Oct. 26, 1945, but the patent was granted only last week. He said that the tube is not ready for public demonstration as yet but predicted that it will be in about a month. It can produce "good bright pictures," he stated, "with color quality about as good as Kodachrome and substantially better than Technicolor movies."

Dr. Goldsmith noted that the new tube is not limited as to size when used in a receiver, commenting that actually larger tubes are easier to produce than smaller ones. He said it is too early to talk about price but that probably the cost of converting a black-and-white receiver to receive color pictures by installing this new tube and the other necessary parts would approximate the original cost of the set.

Asked when the tube could be put into mass production, Dr. Goldsmith replied that it would take from 18 months to two years after the FCC has approved standards for commercial color to set up production lines for this tube capable of turning out hundreds of thousands of them annually.

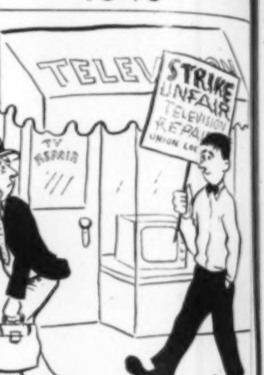
Dr. Goldsmith said that in announcing this tube the DuMont organization was merely giving a progress report on its own experiments in color TV and was in no way dropping its frequently stated contention that there is much to be done before color is perfected and that standards should not be set at this time.

Dr. DuMont Concurs

This view was also expressed by Dr. Allen B. DuMont, company president, who said, in a prepared statement:

> **Significant though this development is, this invention is only one of many avenues of exploration in color the DuMont Laboratories has been investigating for many years. Although this particular tube shows great promise, we still feel there is much ground to cover before we will have achieved a color system which is comparable to present black-and-white in quality, ease of operation, and cost.**

Te-Ve



Drawn for TELECASTING by John Zeigler

Y&R STUDIO

TV-Motion Picture Conference Room Opened in N. Y.

YOUNG & RUBICAM, New York, formally opened its motion picture and television conference studio, the first of its type, last Thursday in its New York offices.

The studio is designed specifically to present television program ideas both to the agency and its clients, to monitor current TV shows, review previous programs and provide facilities for experimenting in the telecasting of clients' products.

The studio, located on the 4th floor at 285 Madison Ave., consists of an air-conditioned room, a reception hall, a control room and the conference room which seats 35 people. An auxiliary studio on the 11th floor, equipped with an RCA Vidicon, permits intensive experimentation as well as the "test" telecasting of products before they are placed in front of standard cameras.

Among the unusual features of the conference studio is a rear projection screen built into the wall to simulate a cathode ray tube. A mirror reflector takes the picture directly from the projector and transmits it to the screen. Optical glass in front of the projector and in front of the rear view screen eliminates any picture distortion, as well as mechanical sounds and interior noises. The room also contains the latest 19-inch General Electric receiver.

The auxiliary studio will be used for experimental purposes, Roland Gillett, vice president in charge of TV production for the agency, said. Among other things, it will be used "to train copy writers to think pictorially instead of with words."

Agencies will be judged by "how well they can do commercials," Mr. Gillett told newsmen at the formal opening, and he explained that Y & R clients will be able to see pictures of their products in the studio just as they would be presented on a correctly tuned-in television set in the home.

Television Code—(III) . . . . AN EDITORIAL

SELF-REGULATORY codes usually are written by majorities in an effort to improve the habits of minorities.

Codes therefore work only if the majority holds enforcement powers to cause the offending minority to fall into line.

If enforcement powers are absent, no code can be considered more than a document of hope. The NAB code, which is being reexamined these days with a view to adapting it to television, is such an instrument. The code of the Motion Picture Assn., to which telecasters are also looking for instruction, is not.

Whether agreeing with its principles or not, one cannot ignore the fact that after 20 years of application the movie code is a very active entity. It is questionable that the same may be said for the NAB code, last adopted two years ago, and which superseded several others.

Enforcement of the film code is possible through the cooperation of exhibitors, only a scattering of whom will show a picture that has not passed review. The broadcaster, being his own producer and exhibitor, is not subject to such control.

If a broadcaster elects to take liberties with the NAB code, the industry for all practical purposes is powerless to prevent it. The only retaliatory action theoretically possible for the NAB to take is expulsion from the NAB. We know of no instance in which that theory was, or is likely to be, put in practice.

A code without attendant means of enforcement becomes, in effect, a formal expression of the attitudes of the majority that adopted it and was practicing its principles before its adoption. It is in no real sense binding upon the minority whose excesses it was to cure.

Now there may be a pragmatic reason for drawing up such a toothless code in spite of its obvious shortcomings. The only reason we can think of is that a code can always be held up, in times of criticism, as proof that the industry's heart is pure.

Such reasoning exceeds pragmatism. It borders on cynicism. It would be a pity if television fell into habits of insincerity before it even came of age.

There is in television, as in every medium of communication with the public, an overwhelming need for self-regulation. But the need is best expressed in individual terms.

No document, however finely worded or intended, has the power to make decisions that the practical telecaster must make for himself. It does not take 3,000 words of multi-syllabic prose to tell a telecaster when a chemise is correctly tailored or a comedian is turning blue.

The vast majority of telecasters are already aware of the nature and sensibilities of their audience. No code is needed to underline the already obvious fact that the television audience is a family in a living room and not the boys in the pool hall down on the docks.

Jordan's Survey Strips Scapegoat Mantle from Telecasting

TV Doesn't Empty Grandstands

DOCUMENTED proof that attendance at sports events does not suffer from television, after the novelty of set ownership has worn off, is presented in a study conducted by Jerry N. Jordan, U. of Pennsylvania graduate student and son of Clarence L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia.

Results of the study were submitted last Monday by Mr. Jordan to the Milwaukee meeting of the National Assn. of Newspaper Promotion Managers (summary of findings appeared in the May 15 BROADCASTING).

Mr. Jordan started the study two years ago while a student at Princeton and continued the research as a Penn graduate student. The results showed clearly, he said, "that television habits do change after people have had their sets for a year or more. When they first get a set, it is an exciting new hobby. They stay home—go out less to paid entertainment.

"But a year later, when the novelty has worn off, the original pattern tends to return. Attendance at some forms of entertainment even shows an increase. . . . It is hard to conceive of the great industry of sports today without the constructive support of sports writers and commentators. Yet, earnest and sincere men once thought that both were harmful to the game."

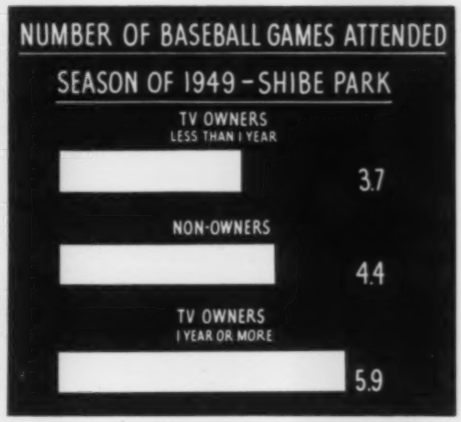
Major and minor baseball league owners cooperated in the study, as did colleges, high schools and others connected with sports. The list includes 16 major league clubs, 444 minor league clubs, 193 colleges and universities, 32 high schools, and more than 100 race tracks, arenas and other sports enterprises located in 572 towns in all parts of the nation.

Extent of Survey

Figures in the survey cover all 51 areas where TV was in operation last fall along with major non-TV areas. The public attitude survey consists of 1,203 personal interviews and 918 mailed questionnaires along with data from 13,908 interviews made by Atlantic Refining Co.

Most of the interviews were conducted in the 50-mile Philadelphia area, with highest TV saturation of any large area in the world—36.4% in April 1950 and 24% last fall. The area has had sports television for a decade. The interviews showed "a marked change in habits the longer a family had owned its television set."

In the case of football (see chart) 24% of the TV owners who had owned a set less than three months went to see one or more football games in the fall of 1949, 41% for 4-11 month ownership, 45% for 1-2 years, 54% for two years or more. This compares with 46% attendance by non-TV owners.



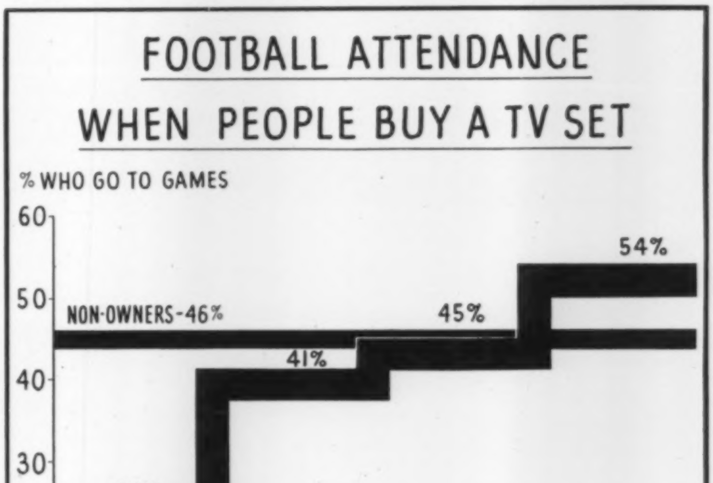
The same pattern was found in baseball, with 44% of TV owners of less than a year attending major league baseball games in 1949 and 58% of TV owners of more than a year. This compares with 45% attendance by non-TV owners.

It was found that TV owners of less than a year went to 3.7 games in the six-month baseball season (see chart), owners of more than a year went to 5.9 games and non-owners went to 4.4 games. Football shows similar results.

In other words, owners of more than a year actually attend more games than non-owners.

The theory was tested against actual paid attendance figures for all types of baseball and football games; on big teams and little teams; on network and local telecasts, and other types of conditions. Fifteen factors affecting attendance were studied, according to Mr. Jordan, who discovered each sport is a separate study in itself.

Four major factors that have caused the fast growth of sports attendance are higher incomes and shorter hours, management, performance and publicity, the study shows. With shorter hours and higher incomes, people have more leisure and money and have autos to provide fast transportation to athletic fields. The amount spent on spectator admissions is up 200% since 1929, with personal income up 250% in the same period. Sports admissions are up 440% compared to 192% for movies, decline of 3% for theatre, opera, etc., and gain of 215% for non-athletic, non-profit and other admissions.



Economic conditions and team performance are powerful factors in attendance, Mr. Jordan found on the basis of a 25-year analysis of the Philadelphia Athletics.

Comparing performance and attendance he found:

Fifteen out of 16 major league baseball clubs had television last year.

The seven clubs that improved their performance in 1949 over 1948 had an increase in attendance of 7.2%.

The nine clubs that had a lower performance record in 1949 showed a decrease in attendance of 15.3%. These nine included Pittsburgh, the only club not televised.

Obviously television could not have been a very important influence because 15 of the 16 clubs followed performance regardless of TV, according to Mr. Jordan.

Analysis of TV ownership last year (April-October) and combined attendance figures at half-season and entire season showed that baseball attendance slipped 4.2% with economic conditions in the first half, while TV ownership increased 21%. With one of the hottest pennant races in history, attendance picked up despite a 45% increase in TV sets. The size of the TV audience was found to have practically no effect on the number of admissions at the park, whether day, night or Sunday games. This finding was confirmed in an analysis of 444 minor league clubs.

The Minors' Situation

Most of the minor league teams showed attendance records following performance, just as in the majors. The minors had an all-time record of 42,000,000 admissions last year. The study shows that telecasting of a major league game, especially at night, creates severe competition for nearby minors but only 3% of minor clubs are within TV range of any major league city and some of these did not show attendance losses last year. Mr. Jordan contends this does not uphold the charge that TV threatens the future of minor league baseball, especially since some of the teams near major league cities did not show attendance losses last year.

Actual sampling of crowds at Shibe Park, Philadelphia, late last season showed on Sept. 25 (Athletics-Senators) 25.7% of the fans were TV owners; on Oct. 2 (Phillies-Dodgers) 28.6% of the fans were TV owners. On Oct. 1, 18.6% of the families in the Philadelphia area owned television sets.

The payoff, Mr. Jordan found, was the fact that 59% of the TV owners in the stands had owned their sets for more than one year, twice as high as the percentage of long-term owners in Philadelphia.

"There couldn't be any further

(Continued on Telecasting 17)

America's No. 1 Television

First in programs

MOST OF THE 'TOP TWENTY'

NBC	**11**
2nd Network	**5**
3rd Network	**3**
4th Network	**1**

HIGHEST AVERAGE RATING

NBC	**26.8**
2nd Network	**20.9**
3rd Network	**19.3**
4th Network	**14.9**

TV Network Hooperatings, January-February, 1950

First in audience

NBC advertisers attract by far the biggest audience in television—25,000,000 different viewers a week, in 60 of America's most important markets.

First in program coverage

Due to its pioneering in the field of television, NBC is now able to deliver the greatest number of major markets for national advertisers. In actual performance, NBC sponsored programs are being viewed on the average in 50% more markets than the programs of the second network, as these figures show—

XUM

Network in every way:

AVERAGE STATIONS PER PROGRAM

NBC	30
2nd Network	20
3rd Network	20
4th Network	12

Rorabaugh, February, 1950

First choice of advertisers

PERCENTAGE OF TOTAL NETWORK BILLINGS

NBC	52%
2nd Network	30%
3rd Network	11%
4th Network	7%*

P. I. B., January-February, 1950 **Estimated*

First in creative programming

To build other new top-rated programs—and the show *you* will need to power your TV selling drive—NBC has assembled some of the most talented producers, directors and technicians in show business... a staff that for versatile showmanship has no equal in television. Their programming skill is still another assurance that the advertiser who chooses NBC is getting *America's No. 1 Television Network.*

NBC
TELEVISION

A service of Radio Corporation of America

XUM

Telefile:

WTVJ (TV) MIAMI

. . . Finds Showmanship and Public Service Make a Successful Combination

NEW chapter is being added to the combined 50 years in show business for theatre co-owners Mitchell Wolfson and Sidney Meyer, who are entering the second year of operation for WTVJ (TV) Miami.

Messrs. Wolfson and Meyer are soldering a link between theatre and television operation along the zealous lines which knot together broadcasting and telecasting.

Establishment of WTVJ in April 1949 was an outgrowth of expansion plans which have long been gathering steam under direction of these showmen. They also have operated the Wometco Theatre circuit in South Florida since 1925. There are 30 movie houses in the circuit with an additional theatre now under construction at Miami Beach.

In making their debut in the video world, the partners felt the step to be a logical one in keeping with their theatre background. From the entertainment standpoint, both fields flourish on showmanship.

'TV Essentially Showmanship'

Mr. Wolfson says "television is essentially showmanship." To round out this belief, he adds: "People will buy a television receiver for the entertainment it offers them and will support the stations that give them the most in return entertainment-wise. It has been the same with movies down through the years."

Miami, where sun-baked beaches, sentinel palm trees, luxurious hotel playlands and richly lacquered swimming pools offer a bounty in entertainment for year-round residents and winter vacationers, is a haven for showmanship.

An example of this flair for the novel was WTVJ's anniversary week of April 12-18 when Miami televiewers were given an eyeful of telecasts spiced with special birthday shows. The high point of the celebration was a remote telecast picturing the South Florida area shown from a Goodyear sightseeing blimp.

For the unique blimp-cast, the air vessel was stripped of seats and into this space was fitted the necessary equipment, including a 110 volt generator, a field camera, sync generator, low voltage power supply, etc., complete with associated cables. A walkie-talkie provided contact from blimp to control tower. Theme of the telecast was growth of the area within a one-mile radius of WTVJ's antenna tower. Various scenes were pointed out to viewers by a trio of civic leaders who appeared before cameras at the control tower.

Other specialties during the week, declared "Television Week" by Miami Mayor William M. Wolfarth, included the showing of feature films and various network personalities' birthday greetings by kinescope recordings. Window displays in downtown stores, streamers in TV set outlets and other promotion were used to spread WTVJ's anniversary message.

* * *

WHILE WTVJ uses showmanship to the limit, it also has left an indelible mark in public service programming. Built around personalities who visit Miami, the station has introduced to its viewers Secretary of Commerce Charles Sawyer; Sen. Spessard L. Holland (D-Fla.); Secretary of the Navy Francis P. Matthews; Harold Russell, AMVETS national commander, and Charles A. Goren, bridge expert. President Truman's appearance at the Miami VFW convention was picked up by WTVJ's remote crew.

Remotes Are Important

The station credits its remote telecasts with being the ace-in-the-hole that has delivered varied entertainment to its viewing audience. Every available type of telecast, including that of the blimp stunt, has been included in WTVJ's schedule for remotes which centers on sports and civic events.

Starting with local games of the Florida International Baseball League last April, remote crews have covered wrestling bouts, U. of Miami football, high school gridiron play, university and high school basketball, Miami's City Commission elections, the seven week session of the Roller Derby, the Little River (Miami suburb) TV Fair, the dedication of Mt. Sinai Hospital in Miami Beach, the Miami Beach Open Golf Tournament, and twice-weekly races at Hialeah and Gulfstream.

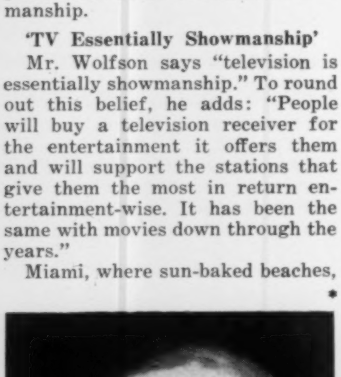
Other remote landmarks were telecasts of the Latin American sport—Jai Alai—during its season, presentation of "A Comedy of Errors" (from the U. of Miami's stage), and coverage of the devastating hurricane that swept Florida last September.

Attendance Helped

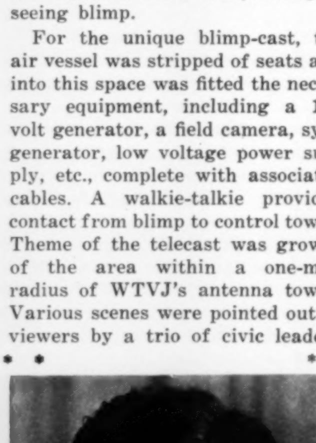
The station believes its policy of local remotes wherever possible has been responsible for the growing interest in TV by local residents as well as a renewed interest in the events telecast. For example, WTVJ points out that Hialeah's 1950 meet was one of the most successful in history as both attendance and mutuel figures topped 1949. Jai Alai played to packed houses throughout its three-month season. The U. of Miami's football team played to 40,000 more paying customers in 1949 than in preceding years, WTVJ reports.

Interest in Miami television is not confined to the set owners. Advertisers are becoming increasingly aware of this medium as a super salesman for their wares. WTVJ had six sponsors buying time the day it started operations. At the end of its first week there were 25. The list now has grown to a January-February-March weekly average of 76. The first year total includes 265 sponsors exclusive of network and national spot advertisers.

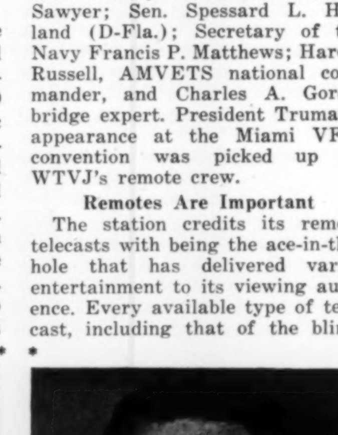
Hours of programming and the



Mr. MEYER



Mr. RUWITCH



Col. WOLFSON

number of set owners have similarly increased. Programming has been expanded from 12 hours per week last summer to an average of 45 hours per week at present. WTVJ, which is affiliated with all four TV networks, uses an average of 16 hours of network kinescopes per week. Set owners now are tabulated at 22,000 in the Miami area.

* * *

KEEPING pace with this increased speed of operation, WTVJ has more than doubled its staff—from 22, on opening day, to 47. This is the lineup of executives:

Messrs. Wolfson and Meyer are active in the operation of WTVJ and formulate its general policies.

Lee Ruwitch has been general manager of the station since August 1949. He is a graduate of the U. of Minnesota and has been associated with Mr. Wolfson in the operation of the Wometco Theatres from the past five years.

John (Jack) Shay works with Mr. Ruwitch as technical and programming coordinator. Mr. Shay joined WTVJ several months before the station went on the air and was instrumental in the installation of the station's equipment. He was formerly associated with General Electric at WRGB (TV) Schenectady and has been in radio and television for 15 years.

Lewis Chief Engineer

Earl Lewis is WTVJ's chief engineer. He has spent his business life in the electronics field, has written several textbooks on radio operations and was chief engineer at WMIE Miami before he joined WTVJ.

Clyde Lucas, active in the show world since 1927 as a top-flight band leader, has been WTVJ's program director since the station went on the air. Lee Waller handles traffic and copy for Mr. Lucas.

Harold W. Batchelder is sales manager, and is in charge of a staff of five salesmen. He previously was sales manager at WBAL-TV Baltimore. Lynn Morrow, formerly promotion manager at WBZ-TV Boston, is administrative assistant to Mr. Batchelder. Burt Toppan handles publicity and audienee promotion for the station.

Cornerstone of WTVJ operation is the traditional theatre-radio maxim of giving the public what it wants to see or hear. In order to keep abreast of public opinion, the station uses its facilities to query the viewing audience about program preferences. Last summer, *WTVJ Television Forum*, as a weekly feature on the station, brought together for a roundtable WTVJ staff members, a local TV dealer and a visiting member of the viewing audience.

Mr. Wolfson participated in these telecasts, outlining the station's program plans for coming months and inviting viewers to write or call in their program preferences. This invitation also was carried in announcements on Wometco Theatre screens.

In programming, studio presentations average nine hours per week. These shows vary in type from sports, kitchen views, commercial "shopping" shows, variety shows to several variations of quiz programs.

Two studio shows, *Holiday House* and *Shopper's Guide*, have been WTVJ features since last summer. Built around participating spots and using a women's show format, the programs have proved to be excellent commercial vehicles and have a waiting list of prospective sponsors.

Holiday House features Josephine McCarthy on Tuesday and Friday, 5-5:30 p.m. It provides helpful hints for the housewife. *Shopper's Guide* stars Jackie Pierce (Miss Television of Miami) and Alec Gibson in a home setting where they display unusual shopper items to their audience. This program carries 12 participations.

* * *

THE *Shopper's* program has claim to a success story. Casa Elsasses, a gift department store in Hollywood, Fla., featured a toy retailing at $32. Within four days after a single participation, 10 of the toys were sold and, according to the sponsor, the sales were the direct result of the TV spot. This return represented $320 on a $30 investment.

The station's investment in equipment is estimated at approximately $450,000.

WTVJ's studios are located in the Wometco Theatres main office building at 17 N. W. Third St., Miami. One is 40 x 20 ft.; the other 60 x 22 ft. The walls and ceiling are made of rock wool blankets and perforated transite. There are five banks of fluorescent lights to provide a smooth lighting system. Storage space is located at the rear of the studio, providing room for a complete kitchen plus four refrigerators, two ranges, three console TV sets and the necessary flats used to dress the shows.

Mr. LUCAS

Mr. SHAY

Mr. LEWIS

* * *

Both studios, as well as the rest of the building, are completely air conditioned.

The control room is located just forward of the main studio with a 5 x 10 ft. glass partition through which the director has a full view of the studio. The control room is arranged so the director sits about five feet above the studio with the monitors slightly below him. Monitor controls, however, are mounted on his table together with mikes to contact the cameramen and floor director.

The station's projection room is equipped with an iconoscope film camera, two 16mm projectors and a double custom-built baloptican. It adjoins the control room.

* * *

FOR studio use, WTVJ has purchased two General Electric studio-type, image orthicon chains, making a total of five cameras. The WTVJ technical crew had the cameras with the new video switching and line monitoring equipment installed and on the air within 72 hours after they had been delivered.

The station's remote truck is a Linn Special made under GE specifications and described as "a complete control room on wheels."

WTVJ's 5 kw transmitter and tower are located atop the Hotel Everglades on Biscayne Blvd. about four blocks from the studios. The antenna is a GE three bay and is 306 feet above street level. GE monitoring and measuring equipment is installed together with a control console. The station is currently operating with 2.2 kw visual and 1.1 kw aural power on channel 4 (66-72 mc).

Located next to the studios is WTVJ's "Television Theatre," a 60 seat regulation movie theatre. This theatre is equipped with both 16mm and 35mm projectors and a 6 x 8 ft. Theater-View projector TV receiver. Clients and guests are entertained in this little theatre during business hours. At all other times it is open to the public.

This theatre has been used by many of WTVJ's sponsors, including American Bakeries, Westinghouse and Anheuser-Busch, to conduct sales meetings and to screen TV programs for their personnel.

WTVJ's local rates are $250 an hour for A time, $187.50 for B time and $125 for C time (the latter runs from sign on to 5 p.m. and 11 p.m. to sign off). National rates for Class A time are $300 per hour with the national spot rate at $50 per minute. Local spots and participations are $30 per minute.

Heavy Local Sponsorship

It is estimated that during an average week last March, about 70% of WTVJ's advertisers were local accounts with the remainder either network or national spot accounts. In this same week, the station programmed a total of 44 hours and 50 minutes; 81.1% of this time commercial and 18.9% sustaining.

As an added boon to the WTVJ advertisers, clients receive additional promotion through Wometco Theatres' art displays in window and lobby, "decals," and other materials. In addition, screen trailers promoting shows are run in the circuit which plays to over a million and a half patrons each month.

Adding up its first year's scoreboard, WTVJ faces the future with the same calm confidence with which owners Wolfson and Meyer entered the TV field. As a matter of fact, Mr. Wolfson says he believes the year's results have been successful and now that "WTVJ has established its leadership in south Florida," it "intends to keep that lead."

Messrs. Wolfson and Meyer also have their eye cocked to what lies over the TV horizon. Mr. Wolfson says "we are now planning to expand into multiple-station operations as soon as it is possible."

* * *

3
WTVJ
CHANNEL 4
MIAMI
3

LABE MELL, WTVJ cameraman and producer, gets last minute instructions before going aloft for WTVJ's anniversary blimp-cast. Jesse Cripe of WTVJ's technical staff is in the background.

Federal
Announces

A NEW LONG-LIFE TELEVISION TUBE

High in Light Output!

Produced with the Newest and Most Advanced Type Equipment in the TV Industry

KINESCOPES BY
Federal
Perform Better...Last Longer
Federal Kinescope Types
RECTANGULAR SCREEN:
14", 16", 17", 19"
ROUND SCREEN: 12½", 16", 19"

Here's the precisely *right* tube for TV. Here's tube design based on more than forty years' tube manufacturing experience. It's Federal's New-Day Kinescope, introducing a new high in *light* output and fine performance.

Federal's Kinescope is the new over-all advanced design embodying the ion-trap type electron gun. Magnetically focused, magnetically deflected, delivering the sharpest contrast and picture definition, it assures the user quality-first pictures, quality-first performance. For complete details, write to Dept. K409.

BACKED BY MORE THAN FORTY YEARS' TUBE MANUFACTURING EXPERIENCE

FEDERAL TELECOMMUNICATION LABORATORIES, Nutley, N. J. . . . a unit of I T & T's world-wide research and engineering organization.

Federal Telephone and Radio Corporation

VACUUM TUBE DIVISION, 100 Kingsland Road, Clifton, New Jersey
***In Canada:* Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.**
***Export Distributors:* International Standard Electric Corp., 67 Broad St., N. Y.**

Telerama

KRLD-TV
CHANNEL 4

PRESIDING over the "Reddy Kilowatt" *Modern Electric Cooking School* on KRLD-TV Dallas are (l to r) Irene McDaniels and Marian Gauldin, home economists. Irene and Marian appear each Wednesday afternoon at 4 o'clock. The program is sponsored by the Dallas Power & Light Co.

FACTS about the new facilities of WDSU-AM-FM-TV New Orleans are explained by General Manager Robert D. Swezey (seated), to (l to r) E. C. Page, consulting engineer; Harry Wismer, ABC sportscaster, and George Markham, NAB's TV director, all of whom attended the studio opening.

ON behalf of Author John E. Hasty, Video Actress Vilma Kurer accepts Chevrolet's TV award for his script "The Wine of Oropalo," chosen as best presented on winter cycle of *Tele-Theatre* dramas. Award is made by W. G. Power (r), Chevrolet adv. mgr., as NBC Director Garry Simpson looks on.

MARY PICKFORD, famous star of the silent movies, is shown some of the technical equipment used in TV station operation by Paul L. Chamberlain, manager of GE equipment sales, at Syracuse. Miss Pickford and her husband, Charles (Buddy) Rogers, have applied for three video stations in North Carolina.

LOCAL EXECUTIVES who discussed the Los Angeles television outlook at recent Los Angeles Advertising Women's TV Panel include (l to r): Charles Glett, v. p. in charge of Don Lee TV; Fred Henry, asst. gen. mgr. and prog. dir., KLAC-AM-TV; Martha G. Bigelow, KFOX Long Beach account executive, moderator; Richard A. Moore, asst. gen. mgr. and dir. of TV operations, KECA-TV; Joseph Conn, KTTV (TV) executive producer; Thomas B. McFadden, KNBH (TV) station mgr.

TV PROBLEMS

Largely Money Matter, Says Goshorn

THE PROBLEMS of television are largely a matter of money, Clarence B. Goshorn, president, Benton & Bowles, said Thursday. Noting that "it now costs us as much for access to one-sixth of the homes by television as five-sixths by radio," he stated: "Certainly we expect television to be as effective in relation to its cost as any other medium we have used—and that means it must be more effective because the costs will be higher."

Mr. Goshorn

Mr. Goshorn spoke at the final luncheon of the 1949-50 season of the Radio Executives Club of New York at the Hotel Roosevelt in that city. Session also included the induction of the club's officers for the coming year: Robert Saudek, ABC vice president, as REC president; Ralph Weil, general manager of WOV New York, as vice president; Claude Barrere, Foreign Language Quality Network, as secretary, and Jack Brooke, Free & Peters, as treasurer. Retiring REC president, John J. Karol, CBS sales manager, presided.

Hits Production Costs

"One reason why the progress in [video] programming has not been as great as we had hoped is that too much of the expense goes into the wrong things," Mr. Goshorn said. "Production costs too much, not only because we are up against new blocs of high-cost union labor, but because we have not yet learned how to handle the physical properties economically.

"Talent costs are too high against the potentials of the present number of sets. That money would do more for television and for the actors if it went into ingenuity and creative brains, into originating new exploitations of the unique television facilities, rather than torturous adaptations from other media and translations from other entertainment forms.

"Many of the big stars of radio are pricing themselves out of television—perhaps, because of the rigor of the work involved, they want to wait until it can support them in the manner to which they are accustomed."

Lauds Progress

Declaring that already there are TV programs which indicate that their producers are beginning to learn how to use this new medium, Mr. Goshorn said: "We have some programs probably as good as we will ever have in many fields—drama, comedy, musicals including even opera, children's shows, forums, press interviews and others."

He noted that these good shows "perhaps receive less praise than the bad shows receive blame" and commented that "perhaps all of us with a stake in television should make its public relations our personal responsibility," first making good shows and then talking about them.

"We should tell what's good about them and what we did to make them good," he said. "We should explain over and over again what is involved in putting on good shows, what goes on behind the scenes. . . . Tours through studios are more valuable to television than to radio; they heighten the interest of the visitor instead of disillusioning him."

FILM CATALOG

For TV Stations' Use

CATALOG of films available for use by TV stations has been published by the Radio & Television Service, U. S. Dept. of Agriculture. Designed in loose-leaf form, the catalog will accommodate future department film releases.

Kenneth M. Gapen, assistant director of information for radio and TV at the department, said some of the films are in color but these will be furnished in black-and-white as soon as time and budget permits. He added that the department is the only government agency supplying written TV clearance for its films. The catalog tells each TV station where prints can be obtained. With the catalog are copies of the film releases.

'SCIENCE REVIEW'

Davison Sponsors WAAM Show

SPONSORSHIP of *The Johns Hopkins Science Review*, claimed to be the first television program to be presented weekly by a university, was taken over by the Davison Chemical Corp., Baltimore, effective with the May 12 show.

The review is made up of a series of science demonstrations given by well-known scientists of Johns Hopkins U. over WAAM (TV) Baltimore. Commenting on the sponsorship, C. F. Hockley, president of the chemical firm, said that the general educational format of the program would be maintained under the direction of Lynn Poole of the university.

Standard Oil Renewal

STANDARD Oil of Indiana, Chicago, through McCann-Erickson, same city, is planning to renew the *Wayne King Show* on NBC-TV for 44 weeks starting next fall. Half-hour weekly Thursday night show, which originates in Chicago, goes off the air for the summer June 22. It has been on since September.

'FRESH MONEY' TV Not Robbing Radio—Stolzoff

MONEY invested in television is "fresh money," coming from increased advertiser profits and not money transferred from other media, such as radio, J. S. Stolzoff, vice president in charge of radio-television, The Cramer-Krasselt Co., Milwaukee advertising agency, told the National Newspaper Promotion Assn. last Monday.

Mr. Stolzoff's views were presented in connection with the first of a series of national department store television surveys being conducted by Cramer-Krasselt. He emphasized that many of his conclusions were based on "the trend of thinking among department store executives" on the role of TV, radio and newspaper advertising in their plans.

Mr. Stolzoff

At the association's Milwaukee meeting, Mr. Stolzoff said apprehension that a new medium will cut into the advertising dollar spent for other media was similarly voiced in 1927 when radio was in its infancy.

Ascendancy of television, he said, has not changed the fact that about 90% of advertisers' funds invested in TV comes from advertisers' profits not tabbed for investment in other media.

Mr. Soltzoff pointed out that in 1947 it was said TV's "fresh money" was there because of the experimental period and the situation would change by 1948. However, in the latter year, he said, the same condition existed and the belief was advanced for 1949. Again, the prediction was based on a change in 1950.

"Well," he said, "it really hasn't changed today at all. Most of television's money is additional appropriation money or even better it is money that is coming from bringing non-advertisers or relatively small advertisers into the fold of those who use the sales power of advertising."

TV Dollars Earn Profit

That TV expenditures by advertisers eventually will come out of the other media's dollars is still questionable, Mr. Stolzoff said. He said it was his belief that the TV billing of new money will continue "because most of the dollars being invested in television are earning a good profit. Much of that profit will be plowed back into more television space."

Also released at the meeting was the survey made by Jerry N. Jordan, son of Clarence L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia, on the effect of television on sports attendance [BROADCASTING, May 15, also see survey story Telecasting 5].

Third aspect of TV impact was discussed by Charles P. Hammond, NBC vice president. Mr. Hammond told the conventioners that the new art is the top promotion tool for newspapers which seek increased circulation. It can "show the non-reader your front page . . . feature articles . . . bring your writers and columnists before him in person . . . make him want to buy," he said.

Newspapers which also are operators of TV stations present examples of this type of promotion on TV, he pointed out. In the same way that radio-TV's story is told in some instances through newspapers only, Mr. Hammond said "there are many occasions where television can tell your (newspaper) story better than any other medium and bring it dramatically before the people you want to reach."

Message Not Limited

Mr. Hammond emphasized that a newspaper which advertises on TV "does not have to have its message limited to three minutes of commercial announcements in a half-hour of entertainment." The whole program content and every part of it, he said, can be a presentation of the information and entertainment to be found in the columns of the paper.

Nielsen Audimeter listening records are being combined with household inventories for the first time to determine for network shows the relative buying power of each audience as compared with the average, A. C. Nielsen, president of the research firm of the same name, revealed in a session Monday.

Outlining the "Program-Market Ratings" for the first time publicly, Mr. Nielsen explained how some sponsored shows reach audiences with only 70% of the buying power for a specific commodity. With a more careful selection of program material, he pointed out, advertising can be beamed to homes with a buying power from 25 to 50% above the average for the particular commodity.

Potential Increase Seen

His conclusion—based on ratings made from 1,066 different combinations—is that the potential increase in radio's selling power is 41%. This gain will counterbalance the loss of radio audience size because of TV's inroads, he claims.

Mr. Nielsen said there has been a trend to "exaggerate" television's effect on AM listening volume, but admitted that evening and daytime listening decline 73 and 13%, respectively, in a new TV home. Because the percentage of TV homes is small, however, the actual decline is only about 8.5%, he explained.

The loss of hours of radio listening per home has been evenly balanced by the increased number of radio homes. Because of this, January 1950 listening for the U. S. was the same as the average for January for the three preceding years, he said.

Harold S. Barnes, director of the Bureau of Advertising of the American Newspaper Publishers Assn., told the convention that television will have a "very negligible effect" on newspapers as long as newspapers are kept readable.

He pointed out that television may affect the hours at which a paper is read, but if it is "alert, well edited, sympathetic to the interests and needs of the community, I'm sure it's going to get as thorough reading as it ever did."

Mr. Barnes referred to the "almost universal tendency" to believe that a new medium such as television can grow and prosper only at the expense of older media. As an illustration, he declared that newspaper and magazine circulations increased sharply notwithstanding the advent of radio.

TALKING things over at the National Assn. of Radio Station Representatives' Spot TV Clinic luncheon held at New York's Biltmore Hotel last month are (l to r): T. F. Flanagan, managing director of NARSR; Patrick R. Gorman, advertising manager, Philip Morris Co., and luncheon guest; William Faber, Headley-Reed Co.; Albert Goustin, Blair TV Inc.

KLAC-TV SUIT

Fedderson Denies Charges

REPLYING to a $250,000 damage suit filed in Los Angeles Superior Court by John Masterson, John Reddy and John Nelson, charging plagiarism of their co-owned and produced ABC *Bride and Groom* program, Don Fedderson, vice president and general manager of KLAC-TV Los Angeles, denied that he had infringed on their rights with the weekly 30 minute video program *Wedding Bells*.

Mr. Fedderson, in a formal statement, declared that "our television show is the complete opposite of their radio program in that we televise the actual wedding ceremony, whereas they just discuss the wedding which takes place in a room other than the site of *Bride and Groom* broadcast." In addition, Mr. Fedderson said he had "proof" that both he and KLAC have staged radio wedding shows as far back as 1930. He let it be known that KLAC-TV expects to fully enforce prior television rights to its wedding program.

Also named as defendants, in addition to Mr. Fedderson and KLAC-TV, are Mrs. Dorothy Thackrey Schiff, KLAC-TV owner; Maury Gresham, Herb Allen, M. Morton and GAM Productions, reportedly packagers of the KLAC-TV program.

Sterling Drug Co. sponsors *Bride and Groom* on ABC.

WASHINGTON FILM

Preview First of Series

NEW SERIES of documentary films on the theme "This Is Washington" is being produced by Hullinger Productions, Washington, D. C., for television and educational use. Preview of the first of the series depicting a typical day in Congress will be shown at the National Press Club Wednesday, 9 p.m. More than 40 members of Congress shown in the film have been invited to attend.

The new series is under the direction of Edwin Ware Hullinger, who, during the war, was assistant director the Foreign Broadcast Intelligence Service at FCC. Subsequent films will deal with the White House, the various federal agencies and similar themes.

Telestatus

Talent Fees Seen Increasing

(Report 112)

TELEVISION talent fees have risen 5% to 15% in the past year and are still definitely on the upgrade, according to the April-May issue of *Ross Reports on Television Programming*. The report predicts that in the "fall, when sponsors' costs and set sales should reach a point where television moves ahead of AM as an advertising buy," talent may be expected to increase its demand for higher fees.

Noting that "the actual present scales being paid vary according to the name, number of cast, type of role and sponsorship," Ross reports the range in fees for dramatic shows as: "Commercial, hour drama—star, $500-$1,500; supporting, $100 to $275; bits, $70-$90; sustaining, hour drama—star or lead, $250-500; supporting, $75-250; bits, $60-85; commercial, half-hour drama—star, $300-750; supporting, $75-225; bits, $60-85; sustaining, half-hour drama—lead, $225-400; supporting, $65-175; bits, $50-75."

Wide Range in Talent Fees

Variety talent fees range from $50 to $2,000 for guest shots, in rare cases going as high as $3,000, the report points out, adding that when an act uses its own material the proposed TVA and SAG scales call for minimum fees of $200 for a single performer, $300 for doubles, $400 for trios and $500 for quartets. Writers get from $300 to $500 for adaptations and $300 to $700 for original scripts for one-hour, dramatic shows; $200 to $500 for half-hour scripts, Ross states.

Directors at the major networks get staff salaries of $145 a week plus commercial fees which are subject to direct negotiation with the program's producer and average $150 to $300. Set designers have a minimum of $175 but average $250. Costume designers have a minimum of $126.75 while costume finders get a minimum of $100 a week.

Musicians get 90% of AM scale for TV network programs, 80% for local shows. Arrangers get $250 a week on the average at staff salary, but generally work on a freelance basis with fees based on radio scales.

Ross concludes that the end of the TV freeze and the advent of color, if combined with continued high set sales, should produce rapid rises in talent fees. "Performers will probably gain the greatest increase," the report states, "directors, arrangers and musicians, a smaller one. Costume and set designers will become more important with the inception of color television. Writers will get a salary comparable to their movie brethren. . . ."

Effect of Set Ownership According to Income

MEMBERS of low-income families spend less time in taverns as a result of television than those in high-income groups, according to a survey made by an independent Chicago research organization at the request of John Meck Industries (TV manufacturing).

Twice as many (24.1%) low-income families ($40 per week or less) reported spending less time in taverns and cocktail lounges after getting a TV set than those for high-income families ($100 a week and over).

Representative Families Used

The survey was conducted among 54 and 56 representative families in the respective groups, with 75% of the high-income class earning $10,000 per year or more. The study was made by Meck to correspond with the extremes in pricing of TV sets manufactured by the firm—the inexpensive, large-screen Meck set and the high-priced, quality Scott receiver.

Fifty percent in the lower income clasification said that keeping adults in the home was an important factor in the purchase of a set, compared with 26.8% in the other group. TV's provision of "more wholesome leisure time activity" was a reason for purchase with 68.5% of the $40 families, 46.4% of the other. Both said TV had beneficial effects on family life—57.4% lower income; 50% higher. Other findings:

	Low Income	High Income
Helps Children	41.9%	57.1%
Keeps Family Together	25.8%	25%
Good Entertainment	12.9%	0.0%
Gives Entertainment Family Couldn't Afford Otherwise	6.5%	7.2%

A quarter of the families with the higher income showed more concern about harmful effects of TV, compared with 3.7% for the other group. Points mentioned specificially were mealtime difficulties and homework problems. One-half of the mothers in the lower group mentioned they bought the receiver expecting television to keep children occupied, thus giving mothers more free time for their own activities. In the higher income category, 38.5% of the mothers mentioned this fact.

Low-income families were chosen from several sections of Chicago, high income from a near-suburban area.

* * *

KFI-TV Los Angeles Announces New Rates

REPRESENTING an increase of 67% the KFI-TV Los Angeles one-time, hourly rate for Class A time (6 p.m. to sign off) was increased from $300 to $500 effective May 15. Class B time (12 noon to 6 p.m.) was increased from $210 to $300 per hour and Class C (9 a.m. to 12 noon) from $150 to $200 an hour, according to new Rate Card No. 5.

Other time segments on a one-time basis for studio or film in Class A, B and C, respectively, under the rate increase follow: 30 minutes, $300, $180 and $120; 20 minutes, $225, $135 and $90; 15 minutes, $200, $120 and $80; 10 minutes, $175, $105 and $70, 5 minutes, $125, $75 and $50.

Participation and minute announcements, respectively, are: Class A, $100 and $90; Class B, $60 and $54; Class C, $40 and $36.

* * *

California Seen As Leading Set Market

CALIFORNIA will be the leading television market from now on, according to S. W. Gross, president of Tele-Tone Radio Corp., New York. He made the prediction while in Los Angeles last week for conferences with his largest distributor, Wood & Cies Distributing Co. The local market will absorb about 10% of the five million units expected to be sold this year, he said.

With his company planning further expansion in 1950 and 1951, Mr. Gross was on the West Coast to appraise the markets and distribution. Production this year will place Tele-Tone Radio Corp. well up in the big 10 TV set manufacturers nationally, he declared.

Weekly Television Summary— May 22, 1950 TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	2,828
Ames	WOI-TV	9,100
Atlanta	WAGA-TV, WSB-TV	32,350
Baltimore	WAAM, WBAL-TV, WMAR-TV	165,843
Binghamton	WNBF-TV	13,000
Birmingham	WAFM-TV, WBRC-TV	14,000
Bloomington	WTTV	5,800
Boston	WBZ-TV, WNAC-TV	367,631
Buffalo	WBEN-TV	93,283
Charlotte	WBTV	14,568
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	457,565
Cincinnati	WCPO-TV, WKRC-TV, WLWT	120,000
Cleveland	WEWS, WNBK, WXEL	223,236
Columbus	WBNS-TV, WLWC, WTVN	66,400
Dallas, Ft. Worth	KRLD-TV, WBAP-TV, WFAA-TV	52,500
Davenport	WOC-TV	10,428
Quad Cities	Includes Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	62,100
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	247,000
Erie	WICU	33,459
Ft. Worth-Dallas	WBAP-TV, WFAA-TV, KRLD-TV	52,500
Grand Rapids	WLAV-TV	30,000
Greensboro	WFMY-TV	11,475
Houston	KLEE-TV	21,500
Huntington-Charleston	WSAZ-TV	8,770
Indianapolis	WFBM-TV	41,200
Jacksonville	WMBR-TV	9,878
Johnstown	WJAC-TV	21,300
Kalamazoo-Battle Creek	....	18,926
Kansas City	WDAF-TV	34,267
Lancaster*	WGAL-TV	44,804
Lansing	WJIM-TV	12,000
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	530,645
Louisville	WAVE-TV, WHAS-TV	32,115
Memphis	WMCT	34,706
Miami	WTVJ	24,800
Milwaukee	WTMJ-TV	109,547
Minn.-St. Paul	KSTP-TV, WTCN-TV	87,700
Nashville	....	200
New Haven	WNHC-TV	77,500
New Orleans	WDSU-TV	26,000
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,270,000
Newark	WATV	Incl. in N. Y. estimate
Norfolk	WTAR-TV	15,374
Oklahoma City	WKY-TV	27,457
Omaha	WOW-TV, KMTV	23,246
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	483,000
Phoenix	KPHO-TV	7,000
Pittsburgh	WDTV	105,000
Portland, Ore.	....	887
Providence	WJAR-TV	56,511
Richmond	WTVR	29,073
Rochester	WHAM-TV	39,357
Salt Lake City	KDYL-TV, KSL-TV	15,700
San Antonio	KEYL, WOAI-TV	16.221
San Diego	KFMB-TV	37,100
San Francisco	KGO-TV, KPIX, KRON-TV	49,242
Schenectady	WRGB	78,000
Seattle	KING-TV	29,000
St. Louis	KSD-TV	128,000
Syracuse	WHEN. WSYR-TV	44,878
Toledo	WSPD-TV	40,000
Tulsa	KOTV	24,100
Utica-Rome	WKTV	13,200
Washington	WMAL-TV, WNBW, WOIC, WTTG	128.100
Wilmington	WDEL-TV	34,742

* Lancaster and contiguous areas. Total Markets on Air 61 Stations on Air 104 Sets in Use 5,863,617

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

Is there a program idea you want to test?

Put it into the "laboratory" this summer . . . and see what comes out.

WSB-TV has the production ability and station facilities for handling any kind of television program for you. Currently, approximately 125 live shows monthly are being produced and shown. Personnel is talented—and experienced.

Moreover, the Atlanta market is so typical that sales reaction from a program test can be considered to have a national flavor, and sales results can constitute an index.

This knowledge of what an audience wants—plus the ability to deliver it—can be used by you to your advantage and to your client's advantage. Let us give you more of the facts. Write us direct, or see your nearby Petry man.

wsb-tv

ON PEACHTREE STREET

Owned and Operated By The Atlanta Journal—Represented by Edw. Petry & Co., Inc.

WSM-TV

Would Bring Network Service From Louisville

DETAILS of the extensive TV relay sought by WSM-TV Nashville to obtain network service from Louisville were revealed in applications filed with FCC last week.

The microwave radio relay, similar to that granted by FCC a fortnight ago for a two-year period to WKZO-TV Kalamazoo, Mich., would connect next fall with the coaxial cable of American Telephone and Telegraph Co. at WHAS-TV Louisville [TELECASTING, April 3, May 15].

The WSM-TV intercity link, to cost an estimated $158,000, would operate until such time as regular common carrier facilities were available, according to FCC's policy on TV intercity networking as applied in the WKZO-TV case [BROADCASTING, May 15]. The Commission's intent to allow temporary private relaying until regular common carrier channels are available was reported last December in FCC's ruling to require AT&T to interconnect with these relays [BROADCASTING, Dec. 26].

In its two-year relay grant to WKZO-TV, the Commission authorized the private carrier to operate one year after the estimated date regular AT&T service would be available. During this time the private carrier would have to be amortized, it was indicated. AT&T estimated its facilities would be ready one year after order.

WSM-TV told the Commission that AT&T has no plans for TV network service to Nashville during 1950 and has made no plans after that date.

The telephone company, according to a letter submitted with the applications, informed WSM-TV it would allow interconnection until such time as its own channels were available and the licenses for the private WSM-TV link had expired.

AT&T Advises

AT&T advised the station that should WSM-TV proceed with its own relay "our plans for video service into Nashville and other points in Tennessee might be deferred somewhat, pending developments with respect to the construction of other video broadcast stations in this general area, but we would expect to provide needed facilities as rapidly as practicable."

WSM-TV told the Commission that when it filed in January for extension of completion date one of the most important considerations at that time was the ability to get network service. Since AT&T was not able to provide service this year and had no definite plans for later, WSM-TV told FCC it undertook a 60-day study to choose the best sites for its own relay system.

The system will comprise two terminal stations and five intermediate stations, it was indicated. The originating relay is to be located on the roof of the Courier Journal Bldg. in Louisville where interconnection with AT&T would be made. The *Courier Journal* and *Louisville Times* are owner of WHAS-AM-TV there.

Intermediate relays are to be located near Elizabethtown, Smith's Grove, Fairdale and Bonnieville, all Ky., and Bethpage, Tenn. FCC was told the system would have an overall signal to noise ratio of better than 40 db allowing simultaneous fades of 20 db over the entire path. The stations would operate with 10 w in the 2093-2110 mc and 2008-2025 mc bands.

DOUBLE BONUS

Advertisers on WLW-Television are now getting extra benefits from two sources:

1. **GREATER MARKET**
   Set ownership in the WLW-Television Three-Station area jumped from 80,200, Nov. 1, 1949, to 185,400 on March 1, 1950. This is an increase of 131% as against the national growth of 60% for this period.
2. **SUMMER DISCOUNTS**
   With the WLW-Television schedule of summer discounts in effect from May 1 through September, advertisers can earn up to 60% discount.

No better time than now . . . no better way than WLW-Television to sell the markets covered by

WLW-T CHANNEL 4 CINCINNATI
WLW-D CHANNEL 5 DAYTON
WLW-C CHANNEL 3 COLUMBUS

Crosley Broadcasting Corporation

DuMont Reports Profit

NET PROFIT of $1,967,000 after taxes, a 33% increase over a similar period last year, was reported for the first quarter of 1950 by Allen B. DuMont Laboratories Inc., last week. According to the report, which covered the first 12 weeks of 1950, sales were $15,113,000, compared with $11,092,000 in the same period of 1949. The net profit was achieved despite the loss of an unreported amount by the DuMont Television Network, a subsidiary of the company. In the first quarter of 1949 net profit was $1,481,000.

BACK TO NATURE

WAAM Plans Open Air TV

MOTHER Nature must be beaming at WAAM (TV) Baltimore's latest venture. The station reports its plans are complete for construction of an outdoor studio on a 10 acre plot which flanks its tower and building.

In the past few months, WAAM has been using the land to stage and telecast motorcycle crash driving, horse shows, infantry mock attack, athletic exhibitions and other special features. New facilities at the "Terrace Studio," featuring an outdoor stage with natural woods as the background, will enable the station to program outdoor events as supplementary to studio originations, WAAM reports.

The outdoor area can be entered from adjacent garage type doors opening from WAAM's indoor 126,750 cu. ft. main studio. The land will be improved with fresh sodding, planting and trellising. Engineers have applied techniques to minimize effect of sun's rays, among them special filters for cameras and care in "shooting" to avoid bright light reflections and blackening of subjects in the picture.

CBS FILM PLANS

Syndicates Series for TV

CBS has completed for syndication to local stations a new series of 13 quarter-hour films for television featuring interviews with Hollywood personalities.

The films, produced in Hollywood by Gene Lester, will consist of interviews between a local station personality and a Hollywood star, the station's m.c. interviewing the star "live," the star replying on film. Grant Theis, CBS manager of film procurement and syndication, will handle syndication of the show from the New York headquarters.

FORD DEALERS

Mull Big Ten Film

FORD DEALERS, through their Detroit avertising committee headquarters, are considering sponsorship again this year of Big 10 post-game film highlights once weekly for 10 weeks during the football season. J. Walter Thompson Co., Chicago, holds an option on post-game film rights from the Big 10 Conference. Rights to the series, which was sponsored selectively on 17 stations by Midwest Ford Dealers through JWT last year, are reported to cost $90,000 this year. The Big 10 is understood to have lowered the price $10,000 from an original figure of $100,000.

J. Walter Thompson will try to place the business this year on a regional network rather than selectively so that films can be telecast closer to the actual day of the game.

ELECTRICIANS

NLRB Acts on Jurisdiction

QUESTION of whether television stage electricians should be lumped together with carpenters and property men of IATSE (International Alliance of Theatrical Stage Employes) or represented by NABET (National Assn. of Broadcast Engineers and Technicians) was referred to the employes themselves in a decision handed down last Monday by the National Labor Relations Board.

The case involves NBC's WNBT (TV) New York and WNBQ (TV) Chicago and ABC's WJZ-TV New York [BROADCASTING, May 15]. Both unions contend that the history of bargaining with each network supports their jurisdictional claims. NBC and ABC take no position on the unions' contentions. Employes were directed to vote by secret ballot not later than June 14.

The issue has been a sore jurisdictional dispute over a number of years. NLRB's ruling was interpreted by some observers as a "diplomatic and non-definitive" decision, indicating no particular board approach to the problem in the future.

IATSE claims to represent electricians at units at NBC and ABC stations in New York, Chicago and Los Angeles. Its New York and Chicago locals have written and oral contracts, respectively, with NBC Television, the former in effect since 1941, according to NLRB. NABET was certified as bargaining representative for radio and television technical employes of NBC and the Blue Network, predecessor to ABC, in 1944.

ART DIRECTORS

Krizman Reviews Problems

NEED for close coordination between TV art directors and other production units to make the art director's work more effective in video programming was stressed Tuesday by Serge Krizman, KFI-TV Los Angeles art director, in a panel held by the Academy of Television Arts & Sciences, Los Angeles.

Mr. Krizman felt that emphasis by the advertiser on the commercial presentation rather than on the show itself added to the omni-present problem of lack of time. Commercials, he said, should be integrated within the show to create a more overall artistic production.

WDTV (TV) Moves

WDTV (TV) Pittsburgh, owned and operated by Allen B. DuMont Labs, has announced removal of its administrative offices in the Clark Bldg. to the second floor of the Chamber of Commerce Bldg. Studios, to be completed soon, also will be located in the same building, officials said.

Jordan

(Continued from Telecasting P. 5)

question about it," said Mr. Jordan. "Actual attendance figures—as well as people buying tickets to the games—both confirmed the theory that TV has very little effect on baseball and that long-term ownership may even increase attendance."

Turning to football, Mr. Jordan said 192 colleges in the National Collegiate Athletic Assn. sent paid attendance figures for the last four years, with won and lost records and other data. He found that 54% of colleges showed an increase in average attendance per game in 1949 over 1948—nearly a half-million paid admissions; 57% of colleges in TV areas showed an increase per game; only 51% in non-TV areas showed a gain.

"On a broad pattern of this nature, based upon actual attendance figures, television made no big difference in attendance gains or losses," Mr. Jordan learned.

While colleges in high TV saturation areas showed a somewhat lower percentage of increases, it was found this trend existed in areas where TV has grown very rapidly with a high percentage of new owners (80% or more). On the other hand, longer-established TV areas like New York and Philadelphia had a much better record than the new ones like Los Angeles. This confirmed the original finding that the hurt to football attendance comes only from short-term owners, not long-term owners. When long-term owners dominate in a few years, results should be favorable to attendance, Mr. Jordan predicted.

Nearby Games

Telecasting of big college games did not hurt attendance at nearby smaller colleges, it was found, though team performance made a difference. Drop in college enrollment is an important factor.

Mr. Jordan suggested sports announcers should help promote attendance and not compete for the home audience. Increase in size of the TV home audience was not made at the expense of attendance, he found, but came from alumni who formerly were not interested in following the games frequently.

Cooperating in Mr. Jordan's study besides baseball clubs and universities were the Radio Mfrs. Assn., 64 television stations, United Press, U. of Pennsylvania, Princeton, N. W. Ayer & Son and other interested groups.

Swift To Use TV

SWIFT & Co., Chicago, uses TV for the first time for its Table-Ready meat starting June 11 for 13 weeks on the four Los Angeles stations. A total of six film spots (20- and 60-second) will be used weekly during the campaign. Agency is J. Walter Thompson Co., Chicago.

Dressmaking on TV

EXPERIMENTAL series of 13 lessons in dressmaking has been completed on WNBW (TV) Washington by the U. S. Dept. of Agriculture. Titled *Let's Make a Dress*, programs demonstrated operations that go into professional dress-making at home—right down to modeling of the completed garment. USDA reported participation of 2,000 women "in one way or another."

CTI Showing

(Continued from Telecasting P. 3)

tests, Mr. Matthews charged that "RCA has not pressed for the solution and adoption of color television from the very beginning.

"RCA has never proposed any of its systems except when it has been faced with threats of competition and of possible consequent weakening of its powerful position in the radio industry," he claimed.

Attacking the RCA color system, he said:

"It is altogether too complicated for the average service man to handle or for the average viewer to adjust successfully and certainly for television's largest audience, the children, to operate."

Expanding his charges of monopoly, he said RCA currently "holds or controls 9,000 patents in this radio field—maintains the position that no person can produce a television receiving set under present FCC black-and-white standards without a license from RCA—can collect 2% or more royalty from all of its main manufacturing competitors in this field—continues to be both patent licensor and competing manufacturer—its subsidiary NBC remains the largest single broadcasting entity and the largest chain broadcasting company in the business."

He called the CBS color system "non-compatible" and said "its adoption would render the transition from black-and-white to color most impractical from the standpoint of the public. It also would prove financially difficult, if not disastrous to all but the largest television manufacturers."

He said it would cost the public more than $500 million to convert or adapt present black-and-white sets to CBS color.

If the CBS system is approved, he said, "the entire future of television might well be jeopardized."

Final session of the long-drawn color hearing, which was started last September, is slated May 25-26 for cross-examination and rebuttal based on the CTI demonstration.

Although the Commission itself has announced no timetable, Chairman Ed Johnson (D-Col.) of the Senate Interstate and Foreign Commerce Committee has indicated FCC will settle the color question before proceeding with its general television allocations hearing [BROADCASTING, May 15].

SLASH
FILM PRODUCTION COSTS
with the Fairchild PIC-SYNC* Tape Recorder

*Pic-Sync means "in sync" with picture camera regardless of tape stretch.

Each time you retake a sound track, film production costs go up. The waste of film stock and the time delay for processing increase operating costs immeasurably. You *eliminate* these extra costs with the Fairchild PIC-SYNC Tape Recorder. Play back the sound at once . . . check it . . . erase the track . . . retake the sound *before the talent, the set and crew are disbanded.*

Now Use 1/4" Tape For All Original Sound Tracks

Fairchild's development of the PIC-SYNC feature makes possible the use of 1/4" tape. Sprocket driven magnetic tape is costly.

- 1/4" tape costs 80% less than 16 mm magnetic tape.
- 1/4" tape requires 50% less storage space.
- 1/4" tape is easier to handle.
- 1/4" tape assures more intimate contact with the heads.
- 1/4" tape has more uniform coating—less amplitude flutter.
- 1/4" tape eliminates roughness of tone caused by sprocket drive.

Bulletin fully describes the new PIC-SYNC Tape Recorder. Send for your copy today.

TELEVISION SAFETY SOUND TRACK RECORDING

CBS-TV saves $24.00 per hour by making safety sound tracks of television recordings with the Fairchild PIC-SYNC Tape Recorder.

FR-110

Fairchild
RECORDING EQUIPMENT CORPORATION
154TH ST. AND 7TH AVE. WHITESTONE, L. I., N. Y.

INTERFERENCE

Oscillator Radiation Hit

FCC MADE CLEAR last week that it expects the oscillator radiation interference problem in television—which it has under active consideration—to be corrected at the manufacturing or local level.

This tack was evidenced in a letter to Yankee Network rejecting Yankee's proposal that its WNAC-TV Boston be granted temporary authorization to operate on Channel 2 instead of Channel 7 because of oscillator radiation interference with WJAR-TV on Channel 11 at Providence, R. I.

FCC's letter asserted that a grant of the WNAC-TV application would violate the principles of the TV freeze order, and added:

> **The commission is of the opinion that the type of interference involved is due to unsatisfactory receiver design, and may be eliminated by appropriate steps in the manufacture of television receivers to correct design deficiencies. . . . Appropriate measures can be taken by receiver manufacturers, dealers, and servicemen to eliminate this type of interference.**
>
> **Therefore, in the Commission's opinion, the problem can and should be resolved by remedial measures at the source rather than by manipulating the outstanding frequency assignments of existing FM and television stations. Similar problems have developed in other situations; e.g., Atlanta, Ga., and Syracuse, N. Y., and by the coordinated action of station licensees, manufacturers, dealers, and servicemen the local interference problems have been resolved.**
>
> **Consequently, it is suggested that you follow this course of action in solving your local interference problem.**

Many Sets Affected

Local authorities estimated that some 30,000 to 40,000 TV sets are affected by oscillator radiation interference between WNAC-TV and WJAR-TV.

In rejecting WNAC-TV's proposal, FCC noted that it "must maintain the greatest possible flexibility with respect to frequency allocations in order that it may remain free to adopt an allocation plan upon the conclusion of the current hearings based on the soundest engineering principles."

It was also pointed out that Yankee has proposed the substitution of another VHF channel for No. 7 at Boston and that "the Commission believes that to grant your application or request for special temporary authorization would tend to prejudge the merits of this proposal to be considered at the hearing."

FCC called attention to the fact that it has "undertaken a general study of interference of this type with a view to taking steps to solve the problem on an overall basis." Approaching the problem from an allocations standpoint would cause "a great waste in spectrum space," the letter continued.

The Commission said it is "of the opinion, therefore, that the problem involved must be treated from the overall viewpoint, and that to grant frequency changes upon request of particular stations for eliminating such interference would not be in the public interest."

ONE MINUTE TV FILM $150.00
TV ADVERTISING FILM FOR LOW BUDGET ACCOUNTS
1331 S. Wabash, Chicago
FILMACK

CUBS OFFICIAL

Says TV Helps Sports

TELEVISION "can't help but help sports, especially baseball," Chicago Cubs Business Manager Jim Gallagher admitted Wednesday before members of the Chicago Television Council. Although "we still don't know the exact effect of TV on baseball attendance because there aren't enough facts and figures to prove anything, we have proved that TV doesn't hurt."

Pointing to other factors which have hurt baseball—bad weather and loss of public following because of the team's losing streaks—Mr. Gallagher said: "The only time television hurts attendance is when there's a better sports telecast than the one you have."

Telecasting of "your own event is not harmful competition—the harm comes from competing sports events that are of more interest and higher calibre," he said. The speaker contrasted the conviction of sportsmen 20 years ago that radio would "kill" baseball and other sports. "They think the same thing today, yet I have seen nothing to disprove the fact that television will help baseball."

CTC Elects Showerman

I. E. SHOWERMAN, NBC Central Division vice president, was elected president of the Chicago Television Council at the regular luncheon meeting Wednesday. He succeeds George Harvey, commercial manager of WGN-TV Chicago. Other new officers are:

John B. McLaughlin, advertising and promotion manager, Kraft Foods, vice president; Mildred Dudley, LeVally Agency, secretary; Edgar N. Greenebaum Jr., Television Shares Management Co., treasurer, and Attorney John Moser, legal advisor. Committee chairmen: Howdee Meyers, NBC, program; Ell Henry, ABC, publicity; Gil Berry, DuMont, membership, and Jim Cornell, Foote, Cone & Belding, research.

Agency TV Clinic

McCANN-ERICKSON Inc., San Francisco, is conducting a television lecture clinic to inform staff members on latest developments in the field. Meetings each Thursday morning are handled by the agency's specialists in various aspects of TV use. Among the lecturers are Burton Granicher, Alden Nye, Robert Connell, Richard Tyler and Robbins Millbank.

CBS' STAR Arthur Godfrey (l) moves to NBC—but only temporarily—he was master of ceremonies May 15 of an hour-long, star-studded TV program (10-11 p.m. EDT) marking the opening of the U. S. Treasury Dept.'s Independence Savings Bonds Drive. To make it official, Secretary of the Treasury John W. Snyder pins the National Liberty Bell button, symbol of the drive, on the radio-TV entertainer's lapel [sse Programs].

COAST CIRCUITS

Sept. Video Hookup Seen

TELEVISION circuits between Los Angeles and San Francisco are scheduled to be ready for service by next September, Ernst H. Schreiber, staff enginner of Pacific Telephone & Telegraph Co., told Electric Club members at their meeting in Los Angeles May 16.

Two channels will be provided initially and present plans contemplate the provision of three additional channels between the two California cities late in 1951, Mr. Schreiber said. On completion of the project, there will be three northbound and two southbound channels, which will be provided by a microwave system using eight relay stations.

"With linking of Los Angeles and San Francisco this year, it is reasonable to expect that further impetus will be given to West Coast television development," he predicted. "Extension will undoubtedly be made from this initial West Coast network." Further extension to the Pacific Northwest through equipping coaxial cables into that area for TV was indicated. Mr. Schreiber said that work is going ahead rapidly to provide TV channels across country, using both coaxial cable and microwave systems.

Hits TV Freeze

PETITION by the City of Chicago for removal of FCC's television freeze and action on pending TV applications there was filed with the Commission last week. Accompanying the request were several resolutions which have been adopted by the Chicago city council in January, March and April [BROADCASTING, March 13]. The petition said the freeze "is injurious to residents of . . . Chicago and to the commerce and industry" of Chicago.

Film Report

GLEN FORD and **William Holden**, Hollywood movie stars, have formed partnership to produce series of 12 half-hour western type TV films, with **George Marshall** as co-producer. Besides playing roles themselves they plan to use other name talent in series. Mr. Ford and Mr. Holden both trying to work out arrangements that will permit TV activities with present movie contracts.

* * *

David F. Squire, formerly with 20th Century-Fox Films, has taken over vice presidency at **TV/films Inc.,** New York. Mr. Squire has announced firm is expanding scope and facilities to produce motion pictures as well as film for TV. During past two years TV/films has specialized in TV commercials for **Bulova Watch, Pall Mall** cigarettes, **Westinghouse** and others.

* * *

Mack Sennett, producer and star of early comedy pictures, planning TV activity. Currently perusing some 700 scripts of his silent picture comedies, and plans to have 50 ready for TV market early next year. . . .

* * *

Gabriel Gonzales Videla, President of Chile, conferring in Hollywood with **Filmtone** executives on setting up low-budget movie and TV film production unit in Valparaiso. . . . **Jerry Fairbanks Inc.,** Hollywood, recently completed one-half minute television film presentation for **Glamour Products Inc.** (Vitrex Dietary Supplement) for use in forthcoming TV campaign. Agency: **Barton A. Stebbins Adv.,** Los Angeles. . . . **TEEVEE Film Co.,** Los Angeles, named to distribute **Ern Westmore,** *Beauty, Glamour and Personality,* quarter-hour television film.

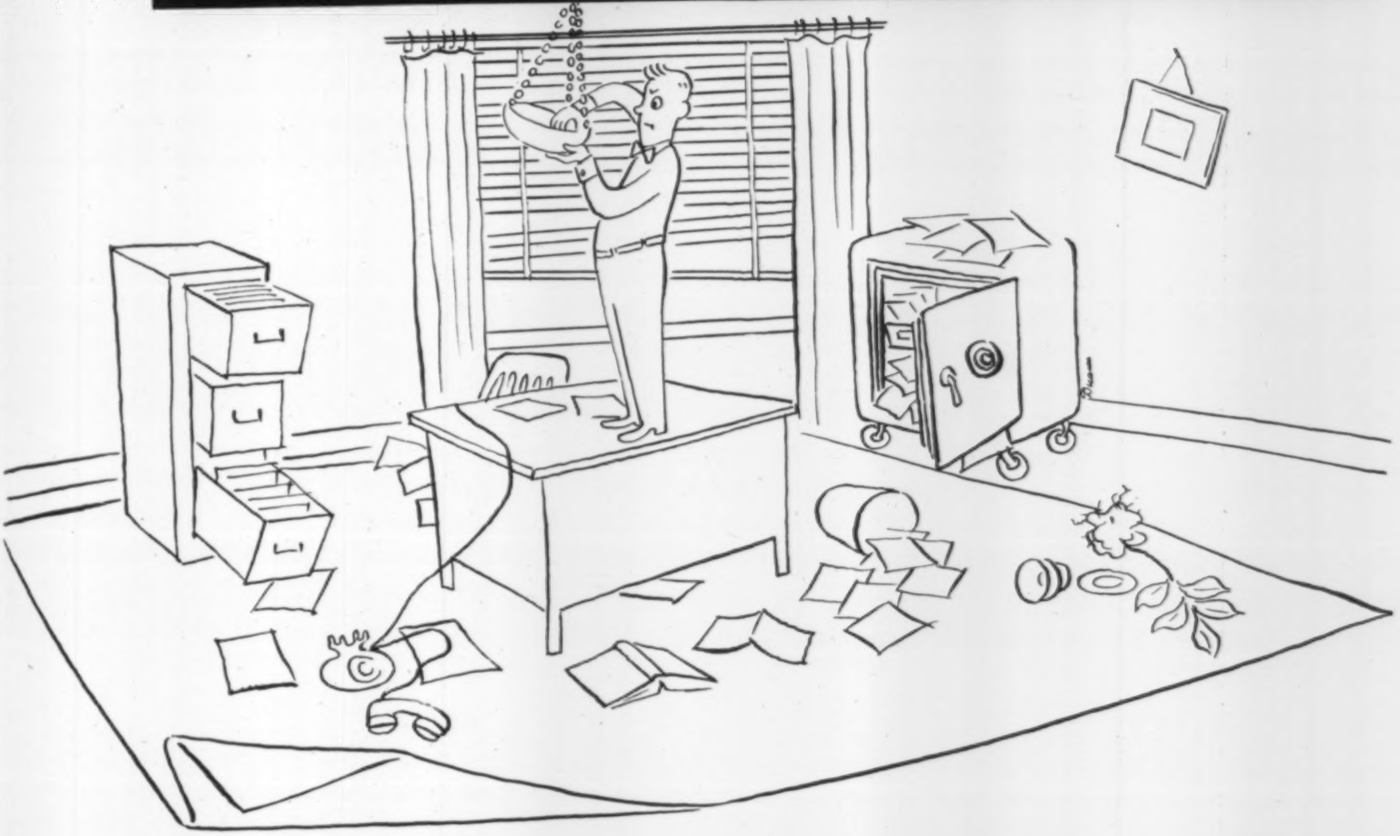
* * *

KLAC-TV Hollywood telecasting first of recently acquired feature length movies. Included in total of 43, are 25 westerns as well as 18 full-length films starring top movie talent. **Ford Dealers,** Los Angeles, sponsoring latter group. **Television Features Inc.,** New York, currently preparing film commercials for **Dawson's Ale, Hudson Napkins, Genesee beer** and **Sieberling beer.**

* * *

Edward Schager resigns as Chicago manager of **Jam Handy Organizations** (film producers) to join **Atlas Film Corp.,** Oak Park, Ill., as vice president. He was a writer for Atlas in 1937. **KTTV (TV)** and **KLTA (TV)** Los Angeles recently purchased feature length motion pictures for telecasting from **Hal Roach Studios,** Culver City, Calif. KTLA acquired exclusive rights to all Charlie Chase comedies, which will be telecast for 26 weeks under sponsorship by **Murphy Motors,** Los Angeles used car dealer. Agency, **Charles N. Stahl Adv.,** Los Angeles.

looking for something?



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Washington 4, D. C.

Please send me an extra copy of the 1950 YEARBOOK

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Address

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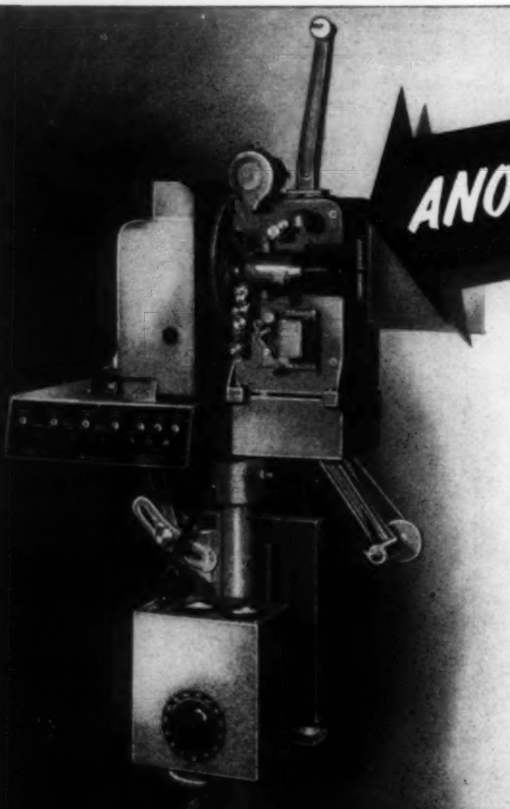
. . . And the wise timebuyer, account exec, ad manager and station man keeps that bright, red 1950 BROADCASTING-TELECASTING YEARBOOK right where he can lay his mits on it. They know that this 3½-pound, 550-page volume, veritable index to the whole of radio-tv, is finger-tip reference to the booming business of broadcasting—available from no other single source.

. . . or if you need an extra copy . . .

We have a small supply of these books available at $5.00 each. Radio folk just naturally take to the YEARBOOK—so if someone's appropriated yours, or if you need an extra copy, use the handy order form. We'll have the book en route to you by return mail. But, by all means, act now—there aren't many left.

ANOTHER DUMONT FIRST!



The New Du Mont-Holmes SUPERSPEED Projector

- Sets new standards of performance, utility and economy for TV station operation. Provides a means of film pickup that approaches the contrast and clarity characteristic of studio productions.

- **DIRECT FILM PROJECTOR**

Used with a Du Mont Special Image-Orthicon film pickup to give *studio clarity* to movies and teletranscriptions.

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Brings dramatic moving sets and backgrounds into any studio. Eliminates costly and cumbersome sets and backdrops.

For information on the Superspeed Projector or other Du Mont Telecasting Equipment write, phone, or visit.

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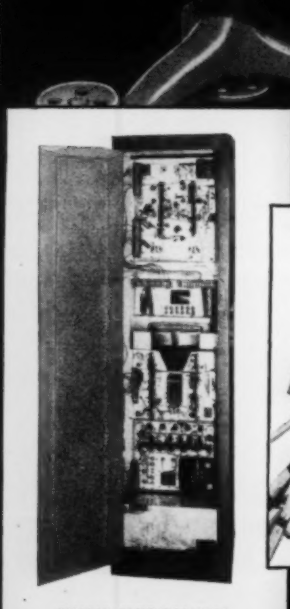
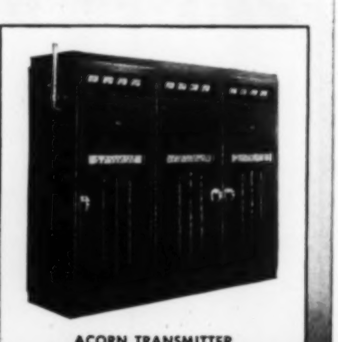


FLYING SPOT SCANNER

IMAGE ORTHICON PICKUP HEAD

RF WAVEFORM MONITOR



ACORN TRANSMITTER

DUMONT *First with the Finest in Television*

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Telecasting
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FLORIDA MEET

Agenda Set for June 2-3

AGENDA has been announced by W. W. Esch, WMFJ Daytona Beach, Fla., president of the Florida Assn. of Broadcasters, for the annual meeting of the FAB to be held June 2-3 at Orange Court Hotel, Orlando.

Meeting will feature speeches by Rosel Hyde, FCC Commissioner, and Frank King, member of the BAM board. Business sessions, discussions on BAM and NARBA and election of officers headline the program.

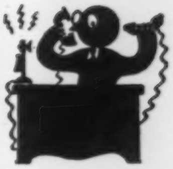
The convention gets underway June 2 with a business meeting followed by a luncheon and the BAM talks. Other speaker listed for BAM is Lt. Col. Donald Wilkins, U. S. Air Force publicity officer. Talks also will be heard on the weather bureau and Florida Citrus Commission. Cocktail hour and water show followed by a banquet conclude that day's activities. On June 3, NARBA talks, headed by Comr. Hyde and joined by John S. Cross, assistant chief, Telecommunications staff, State Dept., will be followed by a luncheon, business session and election of officers.

Philco Sales

INCREASED demand for Philco TV sets stimulated the firm's net income and sales this first quarter in comparison to last year's corresponding period, William Balderston, president, Philco Corp., has announced. Sales this quarter totaled $79,487,000 compared to $53,006,000 for the first quarter last year. Net income totaled $4,074,000, an increase of $3,159,000, and equivalent, after preferred dividends, to $2.37 per share of common stock as compared to 49¢ per share in the 1949 period.

185 FAMILIES FOR ONE CENT
•
➤ See Centerspread This Issue ➤
•
ON THE AIR EVERYWHERE 24 HOURS A DAY
L. B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

Management



GEORGE S. JOHNSON, chief engineer of KOB-AM-TV Albuquerque, N. M., will continue as station manager of KOB-TV in addition to his engineering responsibilities. AM operation is under management of **PHIL HOFFMAN**, former vice president and general and sales manager of WOL Washington [Broadcasting, May 8]. KOB properties are owned by T. M. Pepperday, publisher of *Albuquerque Journal*.

Mr. Johnson

MARCEL CARTER and **G. W. RICHARDSON** promoted to positions as executive assistants to management of Canadian Broadcasting Corp., Ottawa. Mr. Carter will be executive assistant to CBC General Manager **Dr. Augustin Frigon**; Mr. Richardson will be executive assistant to CBC assistant general manager, **Donald Manson.** Mr. Carter has been with CBC since 1944 in administrative positions, and Mr. Richardson has been in administrative positions with CBC and its predecessor Canadian Radio Broadcasting Commission since 1933.

EMERSON J. PRYOR, general manager of WDVA Danville, Va., elected vice president and general manager of station. Before joining WDVA two years ago, he was general manager for WRRN (now WHHH) Warren, Ohio.

Mr. Pryor

FLEM J. EVANS, president and general manager of WPLH-AM-FM Huntington, W. Va., is recipient of Junior Chamber of Commerce Young Man of the Year Award.

WILLIAM S. PALEY, chairman of the board of CBS, named as member of advisory committee of Columbia U.'s Graduate School of Business Administration. He is also a trustee of university.

LARRY NUSS appointed station manager at KXGI Fort Madison, Iowa. He was formerly manager at KAYX Waterloo and spent three years in sales department at WDGY Minneapolis. He entered radio in 1943 at KROC Rochester, N. Y., and was also with KOL Seattle.

Mr. Nuss

THOMAS PATRICK Inc., owner of KWK St. Louis, changes corporate name to KWK Inc.

BARBARA KOBE joins WXGI Richmond, Va., as executive assistant to **GRAEME ZIMMER,** WXGI vice president.

THEODORE C. STREIBERT, president of WOR-AM-TV New York, and MBS chairman of the board, arrives in Hollywood tomorrow (May 23) for one week to inspect various television stations and investigate West Coast methods of operation. While in Hollywood he will confer with Lewis Allen Weiss and Willet Brown, board chairman and president, respectively, of Don Lee Broadcasting System, who also are directors of MBS.

J. P. WILLIAMS, vice president of WING Dayton and WIZE Springfield, Ohio, named to board of directors of Dayton Better Business Bureau Inc.

FRANK SAMUELS, vice president in charge of ABC Western Div., Hollywood, appointed to television committee of Los Angeles Chamber of Commerce.

BOB BINGHAM, general manager of WCNC Elizabeth City, N. C., elected to membership in Radio Pioneers Club. He began his radio career at WKBW Buffalo in 1927.

ROBERT LEAHY, of FCC Accounting Dept., Broadcast Div., and Margaret Kennedy Altman of McAlester, Okla., were married May 15 at Fort Smith, Ark. Circuit Judge J. Sam Wood officiated.

ALVIN C. WALTERS, liaison officer for O&O stations of Yankee Network outside Boston, is the father of a boy, Alvin Charles Jr.

ROBERT J. McANDREWS, manager of Southern California Broadcasters' Assn., Hollywood, is the father of a girl, Julie Anne.

BENJAMIN BARTZOFF, executive vice president and general manager of WVOM Boston, appointed to Massachusetts Citizens' Committee for Public Health.

CHARLES H. CRUTCHFIELD, vice president and general manager of Jefferson Standard Broadcasting Co. (WBT), Charlotte, N. C., chosen one of 10 best-dressed men in city.

WILLIAM J. JORY, vice president of WJLB Detroit, receives charter membership award from Detroit's United Foundation for station's help in first Torch Drive.

JACK YOUNTS, president and general manager of WEEB Southern Pines, N. C., is the father of a boy, Millard Stephen, born May 9.

DR. D. D. PALMER, vice president and treasurer of Central Broadcasting Co. (WHO Des Moines) and Tri-City Broadcasting Co. (WOC Davenport), is the father of a girl, Jenns Wren. Dr. Palmer is the son of **COL. B. J. PALMER,** president of broadcasting companies.

C. J. MARSHALL, assistant secretary-treasurer of Don Lee Network, Hollywood, and **MARGARET COLE,** secretary to **Ward Ingrim,** Don Lee vice president in charge of sales, were married May 5.

KWRZ Hearing

NO APPEARANCE was made by KWRZ Flagstaff, Ariz., at its license renewal hearing before FCC May 15, the Commission reported last week. FCC earlier had forfeited the station's license but withdrew that action upon a request for hearing. The Commission indicated it wished to determine whether ownership of the outlet had been transferred without FCC approval [Broadcasting, May 8]. KWRZ is assigned 250 w fulltime on 1340 kc.

CKVL-FM Verdun, Que., has begun operations on 96.9 mc with 3 kw.

One Does It-
in Mid-America!
ONE Station
ONE Rate Card
ONE Spot on the Dial
ONE Set of Call Letters
KCMO
Kansas City's ONE and ONLY
50,000
watt station
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Programmed for
Mid-America Audiences
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Availability
Jim Monroe & The News 6:00-6:10 P.M. Tues., Thurs. & Sat. Radio reporting at its best with Mid-America's favorite newscaster. Write, wire or call today!
National Representative—John E. Pearson Co.

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deserve RCA quality

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You get the kind of service you want and the *quality* you need at RCA! Records and transcriptions of every description...slide film and promotion recording facilities. Careful handling and prompt delivery. Contact an RCA Victor Custom Record Sales Studio, Dept. 5-B

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RCA Victor Division

Commercial

DALE LUTZ, formerly with Firestone's Central Sales Div., appointed head of sales department of WRFD Worthington, Ohio. **JOE BRADSHAW** transfers to handle national accounts.

RICHARD H. CLOSE, active in NBC Spot Sales Dept. for past 15 years, most recently as account executive, appointed manager of NBC's National Spot Sales. He succeeds **JOHN S. DeRUSSY**, who joins WCAU Philadelphia as director of sales for AM and TV [BROADCASTING, May 8].

JAMES FLETCHER appointed to sales staff of KFAR Fairbanks, Alaska. He was formerly regional manager of Alaska Broadcasting Co., Anchorage.

FRED A. SCHWENDIMAN joins sales staff of KSL-AM-TV Salt Lake Cit.y

STAN GORDONI joins WTVJ (TV) Miami, Fla., as commercial coordinator. He formerly was with WMIE Miami, as salesman. **MARY FORD** joins station's sales staff, after having been with WMIE and *Miami Daily News*. **EDITH M. CAROLIN** becomes office manager for WTVJ replacing **FRAN EMLER**, appointed copy and traffic director of station.

JOSEPH N. CURL, formerly on sales staff of WOV New York, joins WOR New York sales department as account executive.

SCHEPP-REINER Co., New York, appointed commercial representative of WASA Havre de Grace, Md.

WILLIAM K. McDANIEL, acting sales manager, KECA-TV Hollywood, named sales manager of station.

BRADLEY R. EIDMANN, former commercial manager at WAAF Chicago, joins WGN Chicago as salesman.

CHARLES A. B. JOHNSON, former account excutive for *Harper's Bazaar*, joins sales staff of WMTR Morristown, N. J.

WEED & Co. appointed national representative for WOI-TV Ames, Iowa.

DAVID R. ALLEN, former copy writer and account executive for Flack Adv., joins WSYR-TV Syracuse, N. Y., as local television time sales representative.

GEORGE P. HOLLINGBERY Co., station representative, moves to new offices at 500 Fifth Ave., New York. Telephone is: BRyant 9-3960.

JACK WOOLLEY, production manager of Hunter Adv., Los Angeles, for past two years, joins KMPC Hollywood as account executive.

VERNON HEEREN, sales service manager at NBC Chicago, is the father of a girl, Diane Marie.

'Whispering' Jack Smith

JACK SMITH, 51, known in radio as "Whispering" Jack Smith, died May 13 at his home in New York. Mr. Smith started on his singing career in 1914. During the 1930's he was the star of several network shows and three weeks ago appeared on WNBT (TV) New York. Surviving are his wife, a brother and a sister.

Open Mike

(Continued from page 18)

cials, news flashes, and weather coming out of a speaker, was certain to think of it as radio, and since feeling was running so high in the matter, the radio industry certainly should have been concerned, at least from a public relations standpoint.

If I'm wrong—if the terminal broadcasts had no relation to the radio industry—I'm curious to learn why the birth, death throes, and ultimate demise of Terminal Radio Inc. was reported so faithfully in BROADCASTING, "The Newsweekly of Radio and Television."

Keith Connes
Commercial Copy Editor
WQXR New York
New York Times

[EDITOR's NOTE: Terminal Radio, dead or alive, was a matter of tangential interest to radiomen and hence its convulsions were briefly reported in this publication. Neither it nor its executioner, however, could properly be considered to fall within the scope of the Peabody Awards which are officially described as "designed to recognize the most disinterested and meritorious public service rendered each year by the *broadcasting industry*." The italics are ours. Mr. Connes might consider this question: If the loud speaking system of Grand Central had transmitted good music (of the quality, say, of that aired by the award-winning WQXR), would it have deserved a Peabody?]

* * *

Cites Responsibility

EDITOR, BROADCASTING:

Your editorial comment on the "Phrase That Never Fails" is most interesting [BROADCASTING, May 8].

The FCC jumped WLIB for broadcasting one side only when unable to get anyone to take the other side. Then the FCC jumped WWJ for declining to broadcast one side when it could not get anyone to take the other side.

But who is to blame? Isn't it a fact that broadcast licensees have the duty to fight for free radio just as newspapers have the duty and recognize it to fight for a free press? If the broadcasters would be more alert to their freedom and more determined to stand for it then FCC tyranny would be lessened or eliminated. . . .

Walter Johnson
Attorney
Heathsville, Va.

* * *

WHA Claimed Oldest

EDITOR, BROADCASTING:

As I read your editorial "Phrase That Never Fails" I was about to disagree with your statement that only one station other than WWJ could claim 30 years of continuous operation. Then I realized that WHA (formerly 9XM) has been operating not 30—but 33 years. It served during World War I in cooperation with the Navy experimental telephonic transmissions, at a time when most other sending stations had been ordered dismantled, and so has a long record of continuous operation.

For verification of these dates get a copy of Ed Shurick's book, *The First Quarter Century of American Broadcasting*—pages 11-13.

WHA's claim to the distinction of being "The oldest station in the nation" has frequently been challenged—yet no other station has been found to have been in operation for so many years. Regularly scheduled programs—with weather reports, farm information, market news and music—were provided in 1919, following two years of sporadic experimental broadcasting.

If you find an older station—let us know. If not—let us know, too!

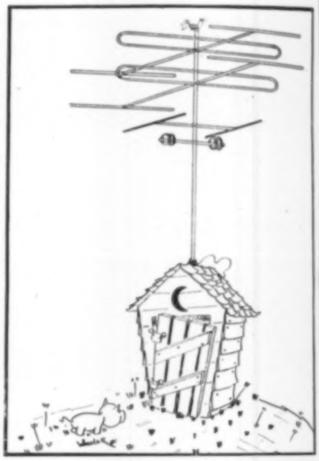
Harold A. Engel
Assistant Director
WHA (U. of Wisconsin)
Madison, Wis.

* * *

The Captive Audience

EDITOR, BROADCASTING:

I am enclosing a cartoon done by Bill Wheeler of our announcing staff. Thought perhaps you might use it in BROADCASTING or the TELECASTING section.



George O'Connor
Promotion Director
WINR Binghamton, N. Y.

STAFFERS and emergency equipment sent by CBC to Winnipeg to maintain radio service during flood crisis.

1930—1950
20th Anniversary Year
46.0
"HOOPER"*
*(average 5 periods winter, 1950)
proves the best buy in
DANVILLE, VA.
is
WBTM
Rep: HOLLINGBERY
5kw (d) ABC 1kw (n)

Programs

CLAIMING something different in special events coverage, WEEB Southern Pines, N. C., obtained first hand look at joint Army-Air Force "Exercise Swarmer" held in Carolinas in late April and early May. On April 27, Jack Younts, WEEB president and general manager, Joe Warren, news and special events director, and Arch Coleman, WEEB commentator, took flying tour of maneuver area culminating at Shaw Air Force base at Sumter, S. C. At base, trio taped several interviews with jet pilots participating in the operation, including actual conversation between pilots and control tower as planes took to air. Also provided was aerial description of 3,000 paratroopers hitting silk.

King-Sized Show

SPECIAL one-hour television show for giant Treasury Department bond drive was aired Monday, May 15, on NBC-TV, 10-11 p.m., spearheaded by President Harry S. Truman. Show was emceed by Arthur Godfrey and included: Secretary of the Treasury John W. Snyder; ECA Director Paul G. Hoffman; Paul Winchell and Jerry Mahoney; FCC Commissioner Frieda B. Hennock; Justice of the Supreme Court William O. Douglas; Jerry Colonna; Harold Stassen, president of U. of Pennsylvania; Perry Como; the Fontaine Sisters; Admiral Forrest P. Sherman; Sid Ceasar; Imogene Coca; Lt. Gen. James H. Doolittle; Gladys Swarthout, and Archie Bleyer and his orchestra. Rolland W. Gillett, vice president and director of television at Young & Rubicam, directed, and David Levy, also of Y & R, produced.

Successful Election Night

OPERATING on own, instead of with newspaper as in past, WTBC Tuscaloosa, Ala., gave complete result of local and state returns on election night. Using students from radio department of U. of Alabama, WTBC secured returns and did all tabulations. According to Bert Banks, manager and partner, staffers surprised themselves with excellent job. Sponsor of election returns also was very happy about presentation, Mr. Banks said.

Pork and Bean Month

MONTH of May formally declared National Pork and Bean Month over KMTV (TV) Omaha through courtesy of Stokely Van Camp Inc. Occasion was "sight-unseen" auction on *Penny Auction* program, in which bid was won by Mrs. Rose Lee. Unable to identify item which she had purchased, Mrs. Lee was told to make two-minute speech on "Why May should be called National Pork and Bean Month." During her speech, 1,000 cans of pork and beans were dumped at her feet. Mrs. Lee's arguments were so persuasive that Stokely Van Camp proclaimed May as NP&BM.

Winnipeg Flood Coverage

STEWART MacPherson, WCCO Minneapolis staffer and native of Winnipeg, journeyed to flood-stricken city for eye witness coverage. Mr. MacPherson returned to Minneapolis May 16 and aired account of damage done and state of flood on WCCO news periods. In addition, he was heard on Allan Jackson *CBS News* and *CBS News of America* that evening.

Election Night Format

IN Portsmouth, Ohio, WPAY-AM-FM and *Portsmouth Times* cooperated to present *Election Night Party* May 2. Station remained on air until 1 a.m. Added features of election night coverage were pickups of state-wide election results from WVKO Columbus. On same evening, WPAY aired recorded broadcast of local home talent show, as well as remote broadcast of church musical program.

Billionth Battery

WHEN Ray-O-Vac Co., maker of batteries for powering portable radios, picked one-billionth sealed-in-steel, leakproof flashlight battery from assembly line late last month, Madison, Wis., stations joined in covering event. WFOW (FM) broadcast half-hour program direct, while WIBA and WISC carried delayed broadcast. Wisconsin U.'s outlet, WHA, scheduled series of later broadcasts of tape recording of ceremony with salutes to Wisconsin industries and cities. Highlight of program was presentation of "Billioneer" battery to Donald W. Tyrell, president of company, by Carl Swenson, 85, oldest Ray-O-Vac employe in point of years and service to company.

'Q-Ball' on TV

LATEST sports programming on WFIL-TV Philadelphia offers unique game of "Q-Ball" and traditional golf play for enthusiasts. Q-Ball Corp. of Pennsylvania now sponsors weekly series of programs on game which combines some elements of billiards and pinball. George Walsh, station's sportscaster, has scheduled weekly series of five-minute films showing how professional golfers round links, for benefit of fans desiring to brush up on finer points of game.

Milk Auction

CFOR Orillia, Ont., presents children's auction program every Saturday morning to boost milk consumption in area. Auction is for weekly prize and bidding is done with milk bottle tops, youngsters sending in their bids as number of milk bottle tops they have collected. Highest four bidders are called to be interviewed on program each Saturday morning, and have to bring their bottle tops with them.

More Good Music

MONEY donated by Citizens Committee for Better Music in Chicago is paying for some 13 hours of programming weekly on WXRT (FM), affiliate of WSBC Chicago, which airs only classical music during its 70-hours per week schedule. Station reports commercial sponsors are interested in buying classical programs after widespread publicity following formation of Citizens Committee. Members of group, donating minimum of $10 per year, attempt to foster performance of good music and have started their campaign with radio. Committee has contracted to sponsor hour and a half of symphony six nights weekly and entire opera Sunday nights for a year.

Fishing Feature

WSAM-AM-FM Saginaw, Mich., reports "Let's go fishing" really means something in northeastern Michigan. To help keep Izaak Waltons up to date on what's biting and where, NBC outlet has inaugurated 15-minute program each Thursday evening entitled *Let's Go Fishing*. On program, phone calls are made directly to several choice fishing localities and accurate reports are made by fishermen themselves. Through use of telephone tape recordings, they tell fellow anglers what fish are biting, what kind of bait works the best, how weather is and who's catching big ones.

Telecast Election Returns

JOINING *Miami Herald* and paper's affiliate WQAM, WTVJ (TV) Miami originated election show in *Herald's* news room. State-wide returns on hotly contested Pepper-Smathers Senatorial race pouring in from tabulators were caught by three remote cameras in news room. One followed figures on election board, another caught excitement of WQAM news room and third followed news ticker and activity in joint wire-press news room. *Herald's* returns were picked up by WTVJ as John T. Bills, WQAM news editor, and Ralph Renick, WTVJ news editor, explained results posted on 40-ft. blackboard.

Daily Funnies

EARLY morning programming on WNAO-AM-FM Raleigh, N. C., now includes *Funny Paper Time* broadcasts aired daily by Program Director George T. Case. Using *nom de plume* of "Uncle George," Mr. Case, whose reading of Sunday funnies was feature for past year, gives youthful listeners opportunity to follow favorite comic strip and be kept up to date on safety notes, school bulletins, etc.

23rd Year

regional promotion campaigns

HOWARD J. McCOLLISTER
Regional Representatives
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Shows with a Hollywood Heritage ★ Member N·A·B·

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SELL
BEER & WINE!

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113 W. 57th ST., NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

AM OR TV
BLOOMINGTON'S
YOUR BEST BUY

WTTS
now 5000 WaTTS, and easily the leading station in the central and southern Indiana area. A regional station, WTTS is located in the heart of the world-famous limestone industry. For complete information, call or write: Bob Lemon, Sales Manager, WTTS-WTTV, Bloomington, Indiana.

WTTV
is a "home-built" station, but don't—for heaven's sake—get the idea it's amateurish! It's far from it. People in the industry just can't understand how a town the size of Bloomington supports TV. We'd like to tell you more about it. Write, wire or call our National Reps., Barnard and Thompson, New York.

WTTS | WTTV
THE SARKES TARZIAN STATIONS
Bloomington, Indiana

Production

NORMAN EVANS formerly of WAAM (TV) Baltimore, appointed chief announcer at WFMD Frederick, Md.

JIM WILLIAMS, formerly with WNIQ (FM) Uniontown, Pa., joins announcing staff of WWSW Pittsburgh.

JIM THOMAS, formerly member of announcing staff of WSB Atlanta, Ga., rejoins WCYB Bristol, Tenn., where he was announcer prior to entering Navy.

LEW JEFFREY joins program department of KMTV (TV) Omaha. He was formerly with KMA Shenandoah, Iowa.

JIM DIMITRI joins WIND Chicago as staff singer. He formerly worked at WNMP Evanston, Ill.

HANK BASAYNE, formerly with CBS shortwave and Telepac, New York, WVET Rochester and Dolman-Basayne, San Francisco, joins KSJO San Jose as copy chief.

JUNE DeSPAIN joins continuity staff of WXGI Richmond, Va., as assistant to **JOE GUIDI,** continuity director.

TOM NOLLOTH, formerly of WSRS Cleveland, joins staff of WCPO-TV Cincinnati, as announcer.

ROGER CLARK, formerly disc jockey and staff member of WNOR Norfolk, Va., joins WFGN Gaffney, S. C., as combination man.

BOB GLENN joins staff of WSTV Steubenville, Ohio, as announcer.

JAMES A. MAHONEY, formerly with station relations department of MBS and with Crossley Research Co., joins ABC stations department.

PETER POTTER, Hollywood disc m.c., starts new hour weekly television show, *Peter Potter's Party*, on KTSL (TV) Hollywood.

MAURIE COHEN, associate producer of Columbia Pacific Network's *Meet the Missus*, named director of program.

LEE WALLER, formerly traffic and copy director of WTVJ (TV) Miami, Fla., joins WMIE same city as copy director.

WALLY NORMAND, formerly of CKOY Ottawa, joins WPTR Albany, N. Y., as m.c. of *Wake Up With Wally* morning show. **BOB SWAN,** formerly staff announcer at WMTW Portland Me., and WCAX Burlington, Vt., becomes m.c. of *WPTR Mood Indigo*, nightly disc show. Other additions to WPTR staff are **DAVE DENNY** and **ANNA MARIE THOMAS,** hillbilly duo.

ANN CORNISH, director of classical music division of WQXR New York, resigned May 15. **HAROLD LAWRENCE,** assistant to Miss Cornish for the past year, assumes her duties.

JOHN DIRN, formerly announcer-operator at KJAM Vernal, Utah, and **HENRY GRIPP,** recent graduate of Don Martin School of Radio, Los Angeles, join KYOR Blythe, Calif., as announcer-operator.

BILL CAMPBELL, formerly announcer-engineer with KVOC Casper, Wyo., and **BILL WARREN,** formerly with KREO Indio, Calif., in same capacity, join announcing-engineering staff of KFDW Helena, Mont.

JEROME C. ROBINSON, former casting director of *The Big Story*, NBC-TV, named supervisor of production of program.

JANET KUBICZ, formerly with the old Blackett-Sample-Hummert agency, rejoins WBBM Chicago as producer of Paul Gibson shows.

BILL ROBERTS, formerly of CKSF Cornwall, joins production staff of CKOY Ottawa. He started in radio at CKVD Val d'Or, Que., and also has been on CKCR Kitchener, and CKGB Timmins.

ADELINE HANSON and **EDDIE SMARDAN** have started six-weekly, half-hour recorded music program on KOWL Santa Monica, Calif.

JACK DuMONT, former Hollywood artist, joins ABC-TV Chicago as make-up man.

HOWARD VIKEN, formerly with WEBC Duluth, Minn., joins announcing staff of WCCO Minneapolis. He began his radio career with KUOM, U. of Minnesota outlet.

DONALD SHAW, former supervisor of television commercial and sustaining traffic at ABC, promoted to television division of Stations Dept. at network.

WARREN HULL joins cast of *Talent Parade* on WOR-TV New York. Show is aired Saturday, 7:30-8:30 p.m.

DICK PIKE, formerly chief announcer at WKNX Saginaw, Mich., joins WCKY Cincinnati, as conductor of *Nighthawks*, daily, 1-4 a.m.

BOB WATSON, announcer for WSB Atlanta, Ga., named acting producer of *Views of the News*, replacing **BETTY COLLINS,** who is on leave of absence.

LES MITCHEL, producer-director of CBS *Skippy Hollywood Theatre*, named assistant producer of Lippert Productions, Los Angeles, forthcoming feature movie "The Return of Jesse James."

CHARLES BULOTTI, formerly program director, Mutual-Don Lee Broadcasting System, Hollywood, joins KLAC-TV same city as night operations manager.

HANK SYLVERN signs to conduct and compose music for new CBS *Beyond Tomorrow* show.

RON CAREY, formerly with KOA Denver, WIS and WNOK Columbia, S. C., joins announcing staff of WESC-AM-FM Greenville, S. C.

CARL F. MACAULEY, formerly free-lance artist; **ALBERT GOODMAN,** former MGM Culver City, Calif., set designer, and **MARY LOU VOGEL,** new to television, join KECA-TV Hollywood production department.

ETHEL JANE KING, women's editor of KFH-AM-FM Wichita, Kan., elected chairman of 12th District (Kan. and Okla.) of Assn. of Women Broadcasters.

HARRY BABBITT and **ILENE WOODS,** singers, are co-stars in new *KNX Open House* series which started last week on KNX Hollywood.

LELA HAYES, traffic manager of WHO-AM-FM Des Moines, and James Sellers have announced their marriage.

BILL LEYDEN, Los Angeles disc jockey, is m.c. for new five weekly hour *Club 11* program, featuring filmed performances by famous vocalists and orchestras on KTTV (TV) Hollywood tions manager.

RALPH MOFFATT, announcer-disc jockey at WCCO Minneapolis, is the father of a girl, Martha.

GIL THOMAS, radio writer-producer, joins Columbia Pacific Network Hollywood writing staff, effective May 29.

VERNE DIAMOND, WXYZ-TV Detroit production assistant, is the father of a boy.

NANCY MIRCHEFF, formerly secretary to **JAMES FONDA,** CBS Hollywood program supervisor, named assitant to **ANNE NELSON,** office manager of network program department.

ROXIE FREDERICKSON, home economics director of KPOJ Portland, Ore., is winner of *Glamour* magazine all-expense trip to New York for submitting best essay from Glamour Career Council for Portland area.

BILL MORGAN, announcer for WHO-AM-FM Des Moines, is the father of a girl.

GIANCARLO ROSSINI, announcer and newscaster for Voice of America, and Arlene Rae Taylor have announced their marriage.

JERRY WHITE, chief announcer for WLOF Orlando, Fla., leaves station to take television training in New York.

MURRAY ARNOLD, program director of WIP Philadelphia, is the father of a girl, Deborah.

JOHN R. CLEMENT, continuity writer at WROV Roanoke, Va., is the father of a boy, John Roberts.

JIM McFADDEN, recent graduate of Pasadena, Calif., Institute of Radio, and **DICK GLANDER,** graduate of Broadcasters Network Studio School, Los Angeles, join announcing-operating staff of KGIW Alamosa, Col.

NATIONAL SAFETY COUNCIL, Chicago, and WHOM New York are preparing series of transcribed safety spots in Italian, Polish and Spanish for release to all foreign language stations. Charles Baltin, WHOM assistant manager, is handling production and transcription. Requests should be sent to Paul Jones, of Council, at 425 N. Michigan Ave., Chicago.

Here's the Picture . . .
inGLOVERSVILLE-JOHNSTOWN

CONLAN STATION LISTENING INDEX
Total Coincidental Calls—8,437

Index	* Sets In use	WENT	STATION B	STATION C	STATION D	OTHERS
8:00 a.m.-10:00 a.m. Mon. thru Sat.	18.0	**61.1**	22.9	4.3	4.3	7.4
10:00 a.m.-12:00 N Mon. thru Sat.	19.9	**58.7**	25.7	4.4	6.3	4.9
8:00 a.m.-12:00 N Mon. thru Sat.	19.0	**59.9**	24.4	4.3	5.3	6.1
12:00 N-2:00 p.m. Sun. thru Sat.	20.9	**61.9**	23.7	3.1	4.7	6.6
2.00 p.m.-4:00 p.m. Sun. thru Sat.	18.7	**51.3**	31.6	5.1	5.6	6.4
4:00 p.m.-6:00 p.m. Sun. thru Sat.	18.4	**49.6**	34.5	5.6	4.3	6.0
12:00 N-6:00 p.m. Sun. thru Sat.	19.3	**54.5**	29.7	4.6	4.8	6.4
6.00 p.m.-8:00 p.m. Sun. thru Sat.	29.2	**49.9**	36.8	2.9	2.9	7.5
8.00 p.m.-10:30 p.m. Sun. thru Sat.	35.9	**50.1**	37.7	3.5	2.5	6.2
6:00 p.m.-10:30 p.m. Sun. thru Sat.	32.9	**50.0**	37.4	3.2	2.7	6.7

* WENT covers Fulton and Montgomery and portions of other counties with 145,000 in its primary area.

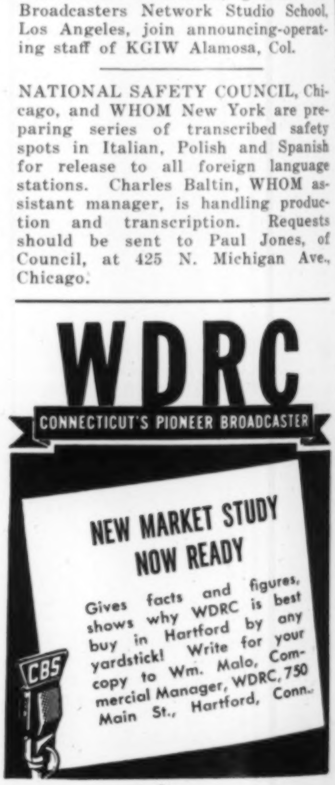
WENT

CBS
for
GLOVERSVILLE
and JOHNSTOWN

Joseph Hershey McGillvra
National Representative

1340 Kc

250 W.



WDRC
CONNECTICUT'S PIONEER BROADCASTER

NEW MARKET STUDY
NOW READY

Gives facts and figures, shows why WDRC is best buy in Hartford by any yardstick! Write for your copy to Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.

RADIO NO. 1

Bigger Than Other Media, Berend Tells Ad Club

ARMED with facts and figures, Frank (Bud) Berend, NBC Western Division sales manager, told Hollywood Ad Club members last Monday that "radio is bigger than ever—bigger than 10 years ago and bigger than any other advertising medium."

"There are 12 million more radio families today than 10 years ago, an increase of 43%," Mr. Berend said. "Today's total of 86 million radio sets is nearly twice the 1940 figure, an increase of 91%."

Radio listening, he declared, is still No. 1 in public acceptance, and he pointed out that it is over 3% greater now, per home, than four years ago. Directing remarks to agency timebuyers and advertisers in particular, he reminded them that radio time costs are going down. "In the past 10 years they have declined 11%," he said. He also cited other figures to show that radio continues in No. 1 place as a merchandise mover.

Speaking for TV was Norman Blackburn, NBC West Coast director of network television, and Thomas McFadden, newly appointed manager of KNBH (TV) Hollywood, who took issue with a recent statement of Sylvester L. (Pat) Weaver, NBC vice president in charge of television, that Hollywood would be inferior to New York in TV programming until the coaxial cable links both coasts some two years hence.

New York's Start

Conceding New York's two year head start would require some catching up locally, Mr. Blackburn declared that while easterners like their shows live, lower film costs of improved quality and a perfected kinescope will turn the trick. The West Coast has been "out of sight and out of reach," he said, because we are "hamstrung by mountains and money." He advised that New York producers have found many fine substitutes for Hollywood talent which has been denied them. "Viewers," he said "are learning to like what they see."

Mr. McFadden said Hollywood can't miss being the world's television center and declared that "we have the answer to all the problems." He told Ad Club members that NBC is developing new methods of kinescoping that will give a quality comparable to live TV. He foresaw a vast new era of entertainment opening in Hollywood, and indicated that the West Coast won't have to wait for the coaxial cable to achieve that.

Sidney N. Strotz, NBC administrative vice president in charge of the Western Division operations, was chairman of the bi-monthly luncheon meeting, designated as "NBC Day." Ernie Belt, club president, presided.

FTC REALIGNS

Announces Bureau Shifts

REORGANIZATION of its bureaus and divisions and appointment of supervisory officials, effective June 1, was announced last Monday by Federal Trade Commission in a move designed to streamline its functions.

Purposes of the reorganization, which would affect FTC's Radio and Periodical Advertising Division, are to (1) eliminate delay in handling cases; (2) promote development of cooperative work with industry; (3) relate investigations of complaints with any trial work that may develop, and (4) associate economic probes with preparation and trial of cases to discourage early monopolistic development.

Donald B. Catling will head the radio division. Lowell B. Mason, acting FTC chairman, will supervise trial examiners and the Bureau of Administration.

Supervisory assignments of other Commission members include William Ayres, over General Counsel's office; John Carson, over Bureau of Restraint of Trade, and James Mead, Bureau of Industry Cooperation and Bureau of Deceptive Practices.

LOW-POWER FM

Indiana Meet Set Aug. 3-4

LOW-POWER FM educational stations will be the topic headlined at the fourth annual Conference on Radio in Education, scheduled to be held Aug. 3-4 at Bloomington under the auspices of Indiana U.'s radio department. Meeting aims to aid teachers, broadcasters, school administrators and other interested groups.

Conferees will study station planning, studio design, equipment and installation, program building, script-writing, production, etc. Sessions also will be held for PTA and non-school groups to help them learn to use radio—publicity and planning of projects. Displays will show latest equipment designs. A well-seasoned panel of speakers is planned for discussion periods.

JOS. WEED & CO.,
350 Madison Ave., New York,
Know About the
5000 WATT TRANSMITTER
Now in Use at
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

KIEM Reports—17.6* RATING produced by "THE CISCO KID" FOR MASTER BREAD!

*(CONLON, APRIL, 1949)

"Since 1946, Cisco Kid has proved to be one of America's greatest salesmen" . . . says Dick Koenig, Manager of Master Bakers.

"Cisco" is amazingly successful at sparking sales crews—enthusing dealers—building great kid (and adult) audiences—zooming sales—boosting profits! Write, wire or phone for proof of "Cisco Kid's" sensational business-building performance!

SENSATIONAL PROMOTION CAMPAIGN

. . From buttons to guns—is breaking traffic records!

LOW PRICED!

½-Hour Western Adventure Program . . . Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!

Allied Arts

THOMAS A. GONSER, director of personnel and public relations for Lever Bros. since 1947, resigns that post to open his own organization to handle corporation public relations and service educational and philanthropic institutions. Office is at 111 W. Monroe St., Chicago. Before joining Lever Bros., Mr. Gonser was vice president and director of public relations of Northwestern U. for 24 years.

HELEN WILLIAMS, affiliated with Averell Broughton Adv. and public relations agency, New York, establishes her own public relations firm, called Publicity a La Carte, located at 224 Sullivan St., New York, to cater to individuals and small businesses.

DONALD HIRSCH named producer of *Auction-Aire*, television quiz-type show, by Masterson, Reddy & Nelson, New York package production firm.

WILL H. CONNELLY joins contact and sales promotion staff of The Jam Handy Organization, Detroit.

ASSOCIATED PROGRAM SERVICE signs Westminster Choir of Princeton, N. J., to recording contract.

MEL WILLIAMSON resigns as executive secretary of Hollywood local Radio and Television Directors Guild to go into independent radio and television production.

Equipment

ROBERT W. SANDERS, for past 11 years chief engineer of advance development section, Capehart-Farnsworth, Ft. Wayne, Ind., named chief radio and television engineer of Hoffman Radio Corp., Los Angeles.

JACK WHEELER, Newton, Mass., appointed Bendix Radio district merchandiser.

ARNOLD S. KIRKEBY, president of Kirkeby Hotels Inc., and **ALVA J. McANDLESS**, president of Lincoln National Life Insurance Co., Ft. Wayne, Ind., elected directors of Magnavox Co., Ft. Wayne.

GLENN HALL appointed statistician in jobber sales division of Clarostat Mfg. Co., Dover, N. H.

STEWART-WARNER Corp. incumbent directors re-elected at stockholders meeting in Richmond: **THOMAS H. BEACOM, IRVING S. FLORSHEIM, CHARLES F. GLORE, FRANK A. HITER, JAMES S. KNOWLSON, GEORGE L. MEYER Jr.** and **WILLIAM A. PATTERSON.**

SCOTT RADIO LABS elects **JOHN S. MECK**, president of John Meck Industries, president; **LESLIE EVAN ROBERTS**, vice president; **F. W. ADAMS**, vice president and counsel; **RUSSELL G. EGGO**, secretary; **G. F. MECK**, treasurer. **PAUL SCHUECKING** re-elected comptroller. Five-man board includes Messrs. Meck, Roberts, Eggo, and Adams, in addition to **H. S. DARR**, former president.

WORKSHOPS SET

NBC-U. of Calif. Project

SEPARATE workshops in radio and television will be offered this summer by NBC in conjunction with the U. of California, Los Angeles, June 19 through July 28 at NBC studios, Hollywood. This reportedly will be the first time a major network and university have combined to offer television workshop study.

It was announced that both workshops will be highly restricted in character to maintain consistent high level of participation throughout the term.

Radio workshop will be restricted to 35 individuals from operating radio stations or others prepared for jobs in stations from previous training. Fee for the season is $100.

TV workshop will allow 25 screened individuals who have had some experience in the field and definite interest in receiving inservice training in "finer points of television problems." Also eligible are persons with experience in related fields who would not require excessive preparation for the course. Cost for the term is $150.

Jennings Pierce, manager, public affairs, station and guest relations for NBC Western Division, is coordinator for the workshops. Administrator of the radio workshop is Andrew Love, NBC producer, assisted by Alan D. Courtney, assistant to Mr. Pierce at NBC. Robert Brown, KNBH (TV) Hollywood program manager, is administrator of the television workshop; assisting him is Ruth Swanson of the UCLA staff.

BOARD of directors of Magnavox Co., Chicago, declares dividend of 25 cents per share on Class A cumulative preference stock, payable June 1 to stockholders of record May 15. Same dividend declared also on common stock, payable June 15 to stockholders of record May 25, 1950.

WRCO STAFF

Additions Are Liste

WRCO Richland, Wis., fulltime independent on the air since last Oct. 18, has added several members to its staff, General Manager Thomas R. Kelley announced last week.

Robert J. Bodden, formerly program director at KROS Clinton, Iowa, and WCLO Janesville, Wis., is serving as program manager. Other staffers include: Don Northrup of Minneapolis, George Boss of Saginaw, Mich., and Bert Claudy of Chicago, combination announcer-engineers; Joseph Koelsch of Racine, Wis., news editor; Shulom Kurtz of Denver, continuity editor; Joseph Kopp of Rhinelander, Wis., announcer; Mrs. Dorothy Lewis of Richland Center, bookkeeper, and Arlene Banker, Richland Center, receptionist-stenographer. Operating 16½ hours daily, WRCO is licensed for 250 w on 1450 kc.

STORE TRAFFIC

WPCF Drive Draws Crowd

HEAVILY concentrated promotion campaign on behalf of a newly remodeled Piggly Wiggly store in Panama City, Fla., has been conducted with "great success" over WPCF Panama City, the station reports. A campaign scheduled to start on the same day the store opened was set early in the week by the station and the store's manager, Don Fay. No other advertising was used.

A one-time sponsorship of the *Welcome to Hollywood* show, spot announcements, and a 25-minute taped interview between Mrs. Mack Lewis, a Panama City matron, and Eleanor Whitelaw, WPCF's program director, in which they commented on new features in the store, all were aired before 2:30 p.m. on the day of the opening.

At 2:35 p.m., after the store had been open for five minutes, more than 300 people had crowded in, and more were still coming. By 6:30 p.m., over 1,500 people had registered for free gifts, approximately half of the total crowd, Mr. Fay reports. WPCF, 250 w on 1400 kc, began operation in December 1949, and is an ABC affiliate.

Picture Albums-Programs

NRP

PRINTED PROMOTION

SPECIAL FEATURES

We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio Stations from Coast to Coast than any similar organization in America.

If your AM-TV-FM station needs promotional ideas sold to produce cash revenue of from $200-$1,000 per week.

Wire, call or write

Edgar L. Bill — Merle V. Watson

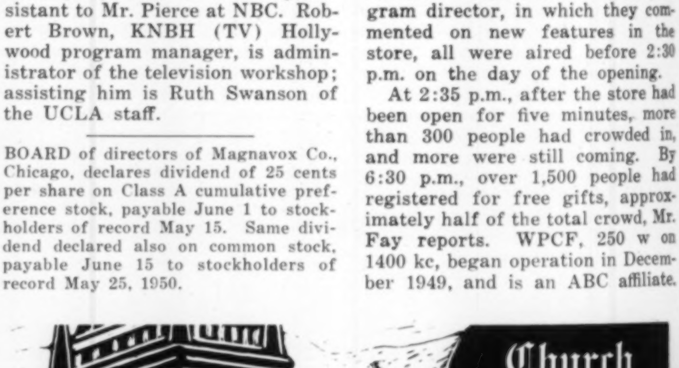
Julian Mantell, Sales Manager

National Radio Personalities

100 WALNUT STREET

PEORIA, ILLINOIS

Telephone 6-4607



On All Accounts

(Continued from page 20)

package shows. He laughingly shrugs off this experience.

"It lasted nine months, all right, but it didn't give birth to anything," Hugh says.

He jumped right back into agency work in 1947 with Dancer-Fitzgerald-Sample, in charge of all commercial production. Here he found what a treadmill was really like with four soap operas and the Jack Smith show to supervise five days every week.

"It seemed sometimes as though I spent every waking hour running from one studio to another, trying to keep up with the five shows."

In August 1948 he deserted the East for his present position at BSF&D where he has been instrumental in guiding many of the agency's accounts through the opening mazes of the TV experience. Of his TV observations, he emphasizes: "We have not found that television has hurt any other media, including AM radio. So far, for us, TV has been a completely new medium with additional budgeting."

Goebel's Schedule

And it's a list of solid accounts that he's been assisting. The Goebel program involves the Detroit Lions football games in the fall as well as the baseball schedule, plus a heavy spot schedule involving Brewster, the Goebel rooster. Hudson Motor Car Co. is another heavy spot user, and Hugh and Clyde Vortman, BSF&D timebuyer, worked out the buy of the entire Mutual network for a special program last fall. Youngstown Kitchens also is getting active in the TV market. Hugh's interrupted trip to Colorado Springs involved film making for that firm. Iron-Rite Ironers has been one of the first TV advertisers to buy a steady schedule of programming.

Hugh held out against matrimony for a goodly time, but last Jan. 2 he fell for a Midwesterner, Lillian, now his wife. To his New York friends who despaired of his ever joining the ranks of the benedicts, he attributed his attraction to a Michigan girl to his father (like father, like son), for his mother was born in nearby Ann Arbor, Mich.

Hugh will admit to only one hobby, golf, but his predilection for carrying his clubs with him is driving the BSF&D accounting department wild. Following the Tigers to Florida, from there to Los Angeles, then on to Colorado, Springs, he ran up an item of $62 for "excess baggage." He finally convinced the auditors that his golf clubs were the cause.

Why buy 2 or more...
do 1 big sales job
on "RADIO BALTIMORE"
Contact
EDWARD
PETRY CO
WBAL

UNESCO AIM

Maps Anti-Jamming Plans

A "more challenging" program to combat jamming of international radio channels will be a major objective of the U. S. delegation to UNESCO, which today (Monday) begins its Fifth General Conference in Florence, Italy. Conference is expected to adjourn about June 16.

The delegation is headed by Howland H. Sargent, deputy Assistant Secretary of State for Public Affairs, and George D. Stoddard, president of the U. of Illinois. Contingent includes leaders of mass communications and other fields.

Mr. Sargent described as major projects "attacks on barriers to the free flow of information; condemnation of the jamming of radio channels, denying the right of people to listen to the broadcasts they choose"; and reduction of barriers to educational exchanges.

Congressional representatives to the conference, in which 54 member nations will take part (Russia is the only large country not represented), are Sen. William Benton (D-Conn.) and Sen. Margaret Chase Smith (R-Me.), both members of the U. S. National Commission for UNESCO.

Political Rule

FCC'S RULE governing use of AM, FM and TV facilities by political candidates was extended to include noncommercial, educational FM stations in a proposal issued by the Commission last week. New section would be added to educational FM rules similar to that in AM, FM and TV provisions. Comments on FCC's proposal were invited to be filed by June 19. Rule states that although a station is not required to allow use of its facilities by a candidate, it must accord equal access to all candidates for the same office if it allows any one of them to do so. Station also is prohibited from censorship.

News

DANA REYNOLDS, associated periodically with radio and television activities of Dept. of Agriculture since 1930, joins ECA as agriculture information liaison officer. He will supervise channeling of agriculture data for use both in Europe and in United States. His duties will include information activities on both radio and television.

MILTON A. FISHMAN, formerly editor and publisher of San Joaquin, Calif., newspaper, and one time ABC Hollywood night editor, joins KECA-TV Hollywood in network news and news features.

DICK YOAKAM, newscaster for WHO-AM-FM Des Moines, is the father of a boy.

JACK LEWIS, director of sports for WTVR (TV) Richmond, Va., made honorary member of Navajo Indian Tribe.

In Buffalo you can go places fast with WGR
---AND ITS HIGHER-THAN-EVER
HOOPER RATINGS

EDGAR BERGEN · ARTHUR GODFREY · BOB HAWK · SUSPENSE
LUX RADIO THEATRE · MY FRIEND IRMA · BUDDY CLARK
LOWELL THOMAS · HALLMARK PLAYHOUSE · JACK SMITH · THE F.B.I.
DICK HAYMES · EDWARD R. MURROW · SING IT AGAIN · BEULAH
MR. & MRS. NORTH · THE GOLDBERG
LUCILLE BALL · ABE BURROWS
MR. KEEN · CRIME PHOTOGRAPH
JOAN DAVIS · GROUCHO MA
MR. CHAMELEON · DR. CHRISTIAN
BING CROSBY · BURNS & ALLEN
EVE ARDEN · AMOS 'N' ANDY
JACK BENNY · INNER SANCTU
RED SKELTON · HELEN HAYES
HORACE HEIDT · MYSTERY THEAT FAMILY HOUR OF STARS
PHILIP MARLOWE · GANG BUSTERS · DINAH SHORE · GENE AUTRY
HIT THE JACKPOT · WE, THE PEOPLE · VAUGHN MONROE · CONTENTED HOUR

NOW ON
WGR
CBS
550

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

WGR 550 Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.

Technical

NORMAN J. DICKEN appointed operations manager of KSET El Paso, Tex. He has been in radio for 25 years and worked with such outlets as WTAM Cleveland, WIOD Miami, WFLA Clearwater, both Florida, WSB Atlanta, Ga., and spent 10 years with NBC and ABC New York.

CHARLES TUCKER, formerly chief engineer of WRJW Picayune, Miss., appointed chief engineer of WERH Hamilton, Ala.

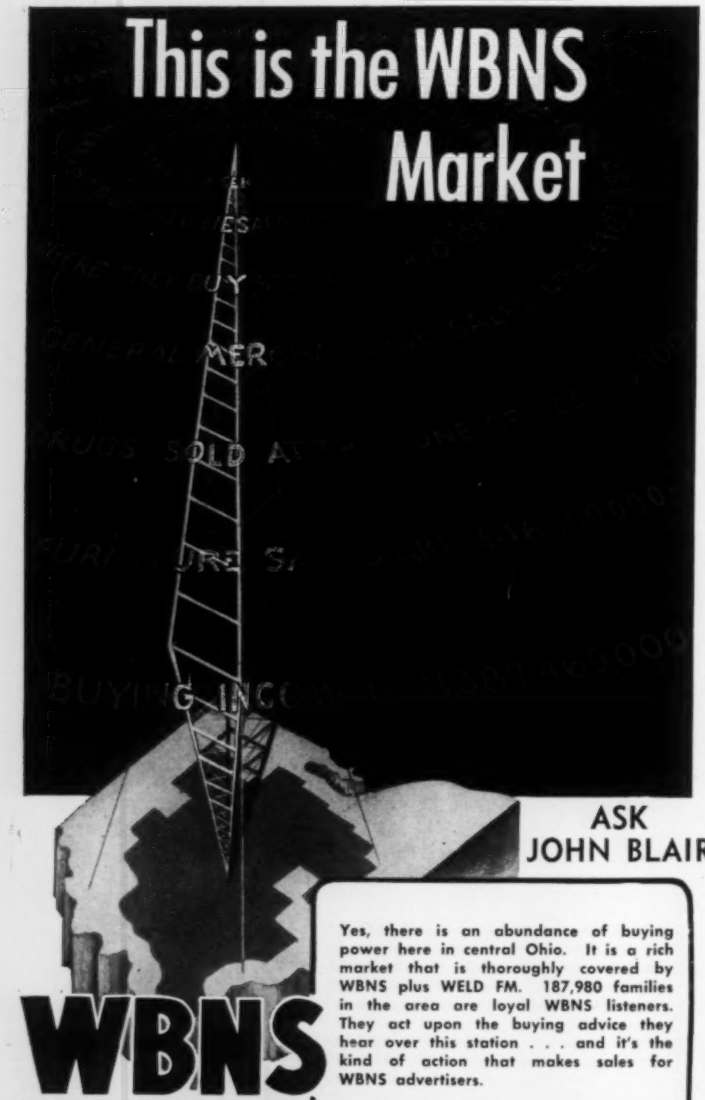
JOSEPH W. CONN, acting chief engineer, director of operations for KTTV (TV) Hollywood, named chief engineer. He continues as executive producer, in charge of directorial and production procedures.

JAMES A. ARTHUR, formerly KOAT Albuquerque, N. Mex., engineer, and **WILLIAM P. MOUZIS,** in same capacity with KIST Santa Barbara, Calif., join KECA Hollywood engineering operations.

CARL HUBBS, service man for KXOK-FM St. Louis, is the father of a girl, Barbara Joyce.

INSTRURENTAL Co., Washington, D. C., publishes catalog "Rental Instruments," which describes service recently made available to engineers and scientists. Catalog is available by writing firm at 411 Albee Bldg., Washington.

GENERAL ELECTRIC Co., Syracuse, N. Y., announces new electronic television mixer (type TV-19-A) for automatic and manual fading, lapping and dissolving of television pictures. It is built for both portable and studio use. Firm has developed 24-inch TV picture tube which will produce direct-view picture almost as large as daily newspaper page, firm claims, and new television visual demodulator (Type TV-21), which allows transmitter operator to measure signal.



This is the WBNS Market

ASK JOHN BLAIR

Yes, there is an abundance of buying power here in central Ohio. It is a rich market that is thoroughly covered by WBNS plus WELD FM. 187,980 families in the area are loyal WBNS listeners. They act upon the buying advice they hear over this station . . . and it's the kind of action that makes sales for WBNS advertisers.

WBNS

PLUS WELD-FM

POWER 5000 D 1000 N CBS COLUMBUS, OHIO

Respects

(Continued from page 34)

the foundation of the Pulse surveys. For example, Pulse interviewers between noon and 1 p.m. interview housewives on their use of the radio between 8 a.m. and noon that day. First, the housewife is asked if the set was on during the morning and, if she answers that it was, the interviewer asks if it was on during breakfast, or during the after-breakfast dishwashing, or while she was doing her other housework, etc.—until he has a good idea of what times she was listening.

Then, and only then, does he produce the roster, which lists, station by station and quarter-hour by quarter-hour, that morning's program schedule, from which he helps her recall exactly what programs she heard.

"The procedure of learning the times of listening before showing the roster is very important," Dr. Roslow explains, "as it keeps the respondent from reporting programs she is familiar with but did not hear the day of the interview. Otherwise, there would be a tendency to inflate the audience of the big name shows."

Continues Interviews

The same interviewing pattern is followed throughout the afternoon and evening.

The Pulse report for New York is published monthly and covers interviews made during the test week with some 8,400 families. Collecting the data for the New York reports requires the services of 35 interviewers, with a headquarters inside staff of 27 kept busy compiling this information and that collected by interviewers in the 11 other cities now served by the Pulse.

For these other markets—Philadelphia, Boston, Washington, Chicago, Cincinnati, St. Louis, San Francisco, Los Angeles, Cleveland, Dayton and Richmond—the Pulse publishes bi-monthly reports.

Although this expanded activity seems a good record for an organization less than nine years old, most of it has come about in the post-war years. The Pulse was barely two months old on Dec. 7, 1941, when the nation found itself at war.

Lawrence Roslow, Sydney's nephew and the chief statistician of the organization, entered the service shortly after that date. Dr. Roslow joined the program surveys division of the Dept. of Agriculture, which had been given the job of conducting wartime surveys of public opinion and morale, and the Pulse was content just to mark time and keep its New York operation going during the first three years of the war.

In addition to its radio audience surveys, the Pulse measures television audiences in 9 of the 12 cities in which it conducts radio surveys, all but San Francisco, St. Louis and Los Angeles. The TV surveys were started in New York in April 1948.

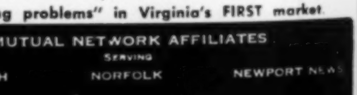
TV Surveys Separate

These TV surveys are separate from and in addition to the radio surveys, using a sample of 2,000 video set-owning families in New York and 1,600 in each of the other cities.

It is probably good research procedure never to accept a fact without verifying it by a re-check, and Sydney Roslow got off to a good start by having two birthdays—June 2, 1910, on the authority of his mother, who certainly should know, and July 29, 1910, according to the birth certificate filed by the doctor with the city authorities. There was no disagreement about the place, New York City.

After the usual years at grammar school, he attended James Madison High School, where he won a scholarship to New York U. He continued his studies to such avail during his college career that he emerged in 1931 with a Phi Beta Kappa key, a B. S. degree and, what was of much greater value in that time of unemployment, an offer to return to the university as an assistant instructor in the psychology department. Times were still bad a year later, so he pocketed his M.A. degree and kept on teaching and studying until in 1935 he acquired a Ph. D.

As a high school student and university undergraduate he tended toward the serious in his extracurricular activities, going in for such things as service squads and



WHY TAKE SECONDARY COVERAGE of Virginia's FIRST Market?

Regardless of claims, if you're trying to cover Greater Norfolk from the outside, nature's terrain made it impossible.

Only Greater Norfolk stations can cover it. And only WSAP can cover it at lowest cost.

Availabilities and costs from Ra-Tel will prove it.

WSAP . . . "solving advertising problems" in Virginia's FIRST market

WSAP
MUTUAL NETWORK AFFILIATES
SERVING
PORTSMOUTH NORFOLK NEWPORT NEWS
1490 KILOCYCLES
WSAP-FM
98.7 MEGACYCLES OR
CHANNEL 254

Ask Ra-Tel!

student government rather than football or dramatics.

After acquiring his bachelor's degree, he turned to research to supplement his teaching experience (and income). In 1931 he began doing part-time work for Psychological Corp. and in 1935 joined the firm on a fulltime basis. He remained with this research organization until 1941 when he left to establish his own company.

It was one of his after-school assignments that gave Dr. Roslow his first contact with radio. The job was a house-to-house personal interview coincidental survey made for Standard Brands to determine the effect of changing the company's Sunday night radio program from Eddie Cantor to an operatic series. He also collected data on the program's audience and on purchases of Chase & Sanborn Coffee. "The main conclusion I reached," Dr. Roslow says now, "was that house-to-house coincidental surveys are not practical on any large scale."

In 1932 Dr. Roslow married Irma Sternberg, twice, following an informal civil ceremony with a full-scale religious wedding. The Roslows now live in Rego Park, Long Island suburb of New York, with their three children: Richard, 12; Susan, 8, and Peter, 1.

Gardening Hobby

Dr. Roslow says his main hobbies are working around his house, either in the garden or on a remodeling project. He recently walled and papered the basement, finishing the job by tiling the floor. Such manual labors, he says, provide excellent relaxation from a day spent poring over pages of figures.

Dr. Roslow is a member of the American Psychological Assn., American Marketing Assn., American Assn. for Public Opinion Research, Radio Research Council, Radio Executives Club of New York, Chicago Radio Management Club.

With the Pulse now operating in 12 cities and a 13th, Columbus, Ohio, to be added this summer, Sydney Roslow is well on his way toward his goal of having Pulse surveys in 20 to 25 major markets. And, as a research man, he is reasonably content with his progress.

Deep within his heart, however, still rankles the frustration of an artist whose brainchild has been rejected. He firmly believes that a weekly report on public opinion would make a fine radio series, only now he would call it, not *The Pulse of New York*, but *The Pulse of the Nation*.

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Murray Hill 2-8755

COY ADDRESSES

To Speak in Denver Today

FCC CHAIRMAN Wayne Coy is scheduled to address members of the Rocky Mountain Radio Council, regional organization of 40 educational and civic groups, and the Colorado Broadcasters Assn. in Denver today (Monday).

Mr. Coy is attending at the invitation of Jack Weir Lewis, director of the council, and will be guest of honor at a luncheon given by the broadcasters' association. An audience of 2,000 is expected, comprising electrical dealers and distributors, educators, civic and state leaders and other businessmen, as well as radio officials from throughout Colorado.

Denver is the "only major city without TV," according to Mr. Lewis, and Mr. Coy will be asked to comment on the current TV freeze and when the city might expect the new service. A local dealer-distributor organization has been circulating petitions to sound out public feeling on FCC's "tardiness," Mr. Lewis added.

Bering Sea Audience

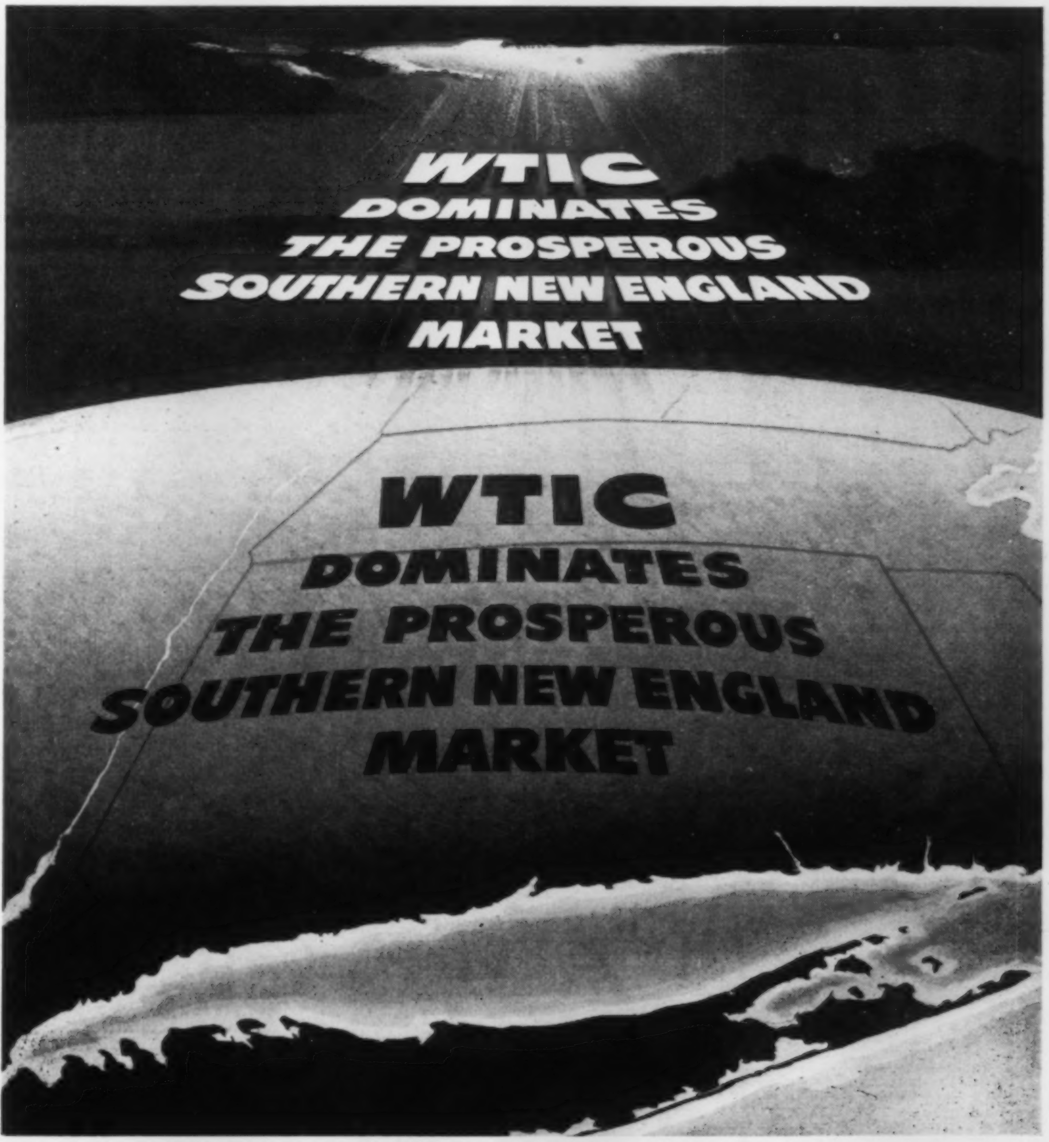
SPONSOR identification for Owl-Rexall, Los Angeles (drug stores), *Steve Allen Midnight Show* aired on KNX Hollywood only, would seem to be secure in the islands of the Bering Sea. Recently the firm received an order for one of the watches advertised on the program from Charles E. Dallam, employed by Fish & Wildlife Service on St. Paul Island (Alaska). He states the program is a favorite among the inhabitants there. The very delighted sponsor complied with the order by shipping the $5.50 watch gratis.

TRANSIT RADIO

Pellegrin Reviews Growth

TRANSIT RADIO, operating a year ago in six cities, now serves 23 cities with a combined population of 10,500,000, Frank Pellegrin, vice president in charge of sales of Transit Radio, said May 16 in a talk before the Pittsburgh Advertising Club. These 23 cities have 3,300 buses and street cars now equipped for reception of the Transit Radio programs and when installations are completed on all their public transit vehicles this service will reach a total of 215,900,000 passengers a month.

Since Jan. 1, 1950, the number of national advertisers using TR has risen from 25 to 45 and when the last report on local advertisers was compiled in February there were 344, Mr. Pellegrin reported. Renewals are running at almost 100%, he said.



Paul W. Morency, Vice-Pres.—Gen. Mgr. **Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.**
WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

ACTIONS OF THE FCC

MAY 11 to MAY 18

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
STA-special temporary authorization
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

May 12 Decisions . . .

BY COMMISSION EN BANC

License Extension

KXA Seattle, Wash.—Present license further extended on temp. basis for 6 mo.

TV—Relays

WKZO-TV Kalamazoo, Mich.—Granted two intercity TV relays for two year period until regular common carrier facilities are available. Granted relay on 1990-2008 mc near Albion and relay on 2025-2042 mc near Manchester, Mich.

May 15 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

KAMC-FM Oklahoma A. & M. College, Stillwater, Okla.—On request set aside action of March 21 denying application for six-month extension of expiration date of CP for new noncommercial educational station; designated said application for hearing in Washington June 15.

Following FM stations were granted changes in presently authorized facilities:

KEDO Ontario, Calif.—To change from 310 w to 1 kw; ant. from minus 110 ft. to 40 ft.

KFI-FM Los Angeles—To change from 287 kw to 16.5 kw.

KFVS-FM Cape Girardeau, Mo.—To change from 20 kw to 8 kw; ant. from 285 ft. to 130 ft.

KWFM San Diego, Calif.—To change from Class A to Class B station, from Ch. 252 to Ch. 284 (104.7 mc); power from 240 w to 960 w, move studio from National City to San Diego; cond.

WXHR Cambridge, Mass.—To change from 20 kw to 5 kw; ant. from 440 ft. to 450 ft; cond.

WLIN-FM Merrill, Wis.—To change from 9.7 kw to 20.5 kw; ant. from 260 ft. to 240 ft.

KRE-FM Berkeley, Calif.—To change from 6.8 kw to 9.9 kw; ant. from 1,420 ft. to minus 70 ft.

WGAL-FM Lancaster, Pa.—To change from 16 kw to 3.8 kw; ant. from 545 ft. to 260 ft.

KECA-FM Los Angeles—To change from 56 kw to 3.8 kw; ant. from 3,000 ft. to 240 ft. cond.

KNX-FM Hollywood—To change from 297 kw to 59 kw; cond.

Hearing Designated

KELT Electra, Tex.—Designated for hearing application for license to cover CP new station and application for consent to assignment of CP from C. C. Elkins Jr. and Bill F. Lindsay, d/b as Oil City Bcstg. Co. to Oil City Bcstg. Co. Hearing to be held in Electra, Tex., June 6 (Comr. Hyde dissented).

KSVC Richfield, Utah — Designated for hearing at Richfield July 11 application for renewal of license (Comr. Hyde dissented).

Paris Bcstg. Co., Paris, Ill.—Designated for hearing Aug. 25 application for new station 1420 kc 250 w D.

Carl H. Meyer, Streator, Ill.—Designated for hearing Aug. 28 application for new station 1430 kc 250 w D.

South St. Paul Bcstg. Co., South St. Paul, Minn.—Designated for hearing Aug. 30 application for new station 1590 kc 1 kw D.

WMMB Melbourne, Fla.—Designated for hearing Sept. 6 application to change from 1050 kc 250 w D to 1270 kc 100 w-N, 250 w-LS unl.

WATL
Atlanta, Ga.
USES
Magnecorder
Used By More Radio Stations Than All Other Professional Tape Recorders

NEW PT63-A
Unit Construction permits portable or rack mount operation. 3 separate heads to monitor from the tape! Prevents recording errors! New 3 head unit also available to convert present PT6 Magnecorder.
WRITE
Magnecord INC.
360 N. Michigan Ave.
Chicago 1, Ill.

WIBR Baton Rouge, La.—Designated for hearing Sept. 11 application to change from 1220 kc 250 w D to 1300 kc 1 kw unl DA-DN, install new trans. and change trans. location.

Prairie Bcstg. Co., Aberdeen, Miss.—Designated for hearing application for new station 1240 kc 250 w unl.

WNAV Annapolis, Md.—Designated for hearing Sept. 20 application for mod. license to increase power from 500 w to 1 kw, change DA-N; made WLAK Lakeland, Fla., and WVAM Altoona, Pa., parties.

Mendocino Bcstg. Co. and Arnold C. Werner, Ukiah, Calif.—Designated for consolidated hearing Sept. 27 applications each requesting new station 1340 kc 250 w unl.

KLCN Blytheville, Ark.—Designated for hearing Sept. 22 application to change from 900 kc 1 kw D to 910 kc 100 w-N 1 kw-LS unl. and made WSUI Iowa City party.

Angelus Bcstg. Co., Temple City; Newport Harbor Bcstg. Co., Newport Beach, and El Dia Bcstg. Co., Long Beach, Calif.—Removed application of Angelus Bcstg. Co. from pending file and designated it and applications of Newport Bcstg. Co. and El Dia Bcstg. Co. for consolidated hearing Sept. 25; made KVOE Santa Ana, Calif, party re Newport and El Dia. Further ordered that if as result of consolidated proceeding, it appears were it not for issues pending in hearings regarding clear channels and daytime skywave and Commission's policy pertaining thereto, public interest would be best served by grant of application of Angelus Bcstg. Co., then said application shall be returned to pending file until after conclusion of hearings regarding clear channels and daytime skywave, at which time it will be considered in connection with any other pending applications with which it may then be in conflict. Angelus seeks 760 kc 250 w D; Newport and El Dia 740 kc 1 kw D.

Bay Bcstg. Co. and Bartley T. Sims, North Bend, Ore.—Designated for consolidated hearing application each 1340 kc 250 w unl.; hearing to be held Sept. 29.

SSA—680 kc

WIKY Evansville, Ind.—Denied application for SSA 680 kc 100 w unl. Also adopted order designating for hearing Oct. 2 application to change from 820 kc 250 w D to 680 kc 250 w unl. DA-2 and made WMAQ Chicago party.

WNDB Daytona Beach, Fla., and WPAQ Mt. Airy, N. C.—Designated for hearing applications to change WNDB from 1150 kc 1 kw D to 550 kc 1 kw unl. DA-N, and to change WPAQ from 740 kc 1 kw D to 550 kc 1 kw unl. DA-DN, to be heard in consolidation with application of Constitution Pub. Co. for mod. CP to change DA of WCON Atlanta, Ga. from six element array to four element array with change in DA patterns, currently scheduled June 26; on petition of WQAM Miami, Fla., made same party.

FM Ant. License

KWKH Shreveport, La.—Granted license install FM ant. on one tower of DA; denied informal request of WDGY Minneapolis to designate license application for hearing.

Extension Granted

WWSC Glens Falls, N. Y.—Granted extension of completion date to Oct. 11.

GIVES YOU TWICE AS MUCH POWER GAIN PER DOLLAR!
New Andrew Multi-V FM Antenna
Andrew CORPORATION
363 E. 75th St
CHICAGO 19
ILLINOIS

Extension Denied

WJBA Sparta, Wis.—Denied extension of completion date to June 26.

SSA—1400 kc

KUNO Corpus Christi, Tex.—Denied SSA 1400 kc 250 w for 120 days.

Extension Granted

WPPA Pottsville, Pa.—Granted extension of authority to operate N with nondirectional ant. and power reduced to 250 w for period of one month from May 25 pending restoration of center tower and submission of forms 302, new ant. resistance measurements and sufficient proof DA is in proper adjustment.

Call Assigned

Carl F. Knierim, Grand Coulee, Wash.—Granted assignment of call letters KFDR to new station at Grand Coulee for which he holds CP 1400 kc 250 w, specified hours.

Petition Granted

Radio St. Clair Inc., Marine City, Mich., and WAKR Akron, Ohio—Granted petition of Radio St. Clair insofar as it requests leave to amend its application for new station to request 1 kw-D on 1590 kc instead of 500 w D, and application as amended was removed from hearing docket; dismissed petition insofar as it requests grant without hearing; granted petition insofar as it requests dismissal as moot of its pending petition for declaratory order or in alternative, rule. Dismissed as moot petition of Summitt Radio Corp. requesting that the issue relating to operations of WAKR be vacated.

WICA Ashtabula, Ohio; WWSW Pittsburgh, and WEBR Buffalo, N. Y.—Granted joint petition requesting waiver of cond. in authorizations requiring submission of field strength recordings and vacated such cond. in their respective authorizations.

KGKB Tyler, Tex.—Granted petition for waiver of Sec. 1.363(a) to permit filing before expiration of 12 mo. of application for same facilities previously denied on Oct. 21, 1949.

Petition Denied

WJBK Detroit and WABJ Adrian, Mich.—Denied petitions requesting reconsideration, severance and grant of their applications to change facilities and scheduled consolidated hearing in this matter July 27 on issues previously specified.

WNCA Aiken, S. C.—Denied request for reconsideration of staff action of May 4 which denied program tests and affirmed staff action.

Hearing Designated

KVAS Astoria, Ore.—Designated for hearing application for mod. CP to change from 1050 kc to 1240 kc, hours from D to unl. in consolidated proceeding with applications of Coast Bcstrs. and Seaside Bcstg. Co. scheduled May 22.

Modification of CP

WIBS Santurce, P. R.—Granted mod. CP to make changes in DA subject to cond. applicant satisfies all legitimate complaints of blanket interference.

Authority Extended

WTMJ Milwaukee—Granted extension of authority for period of 90 days from May 18 to operate with nondirectional ant. and N power reduced to 1 kw, pending restoration of DA and submission of new proof of performance with Form 302.

Petition Denied

KCRO Englewood, Col.—Denied petition to dismiss proceedings in matter of revocation of CP.

May 15 Applications . . .

ACCEPTED FOR FILING

License for CP

KAFP Petaluma, Calif.—License to cover CP new AM station AMENDED to change name to Petaluma Bcstrs.

WJCM Sebring, Fla.—License to cover CP new AM station.

KLVL Pasadena, Tex.—Same.

WRAD Radford, Va.—Same.

Modification of CP

WTOC-FM Savannah, Ga.—Mod. CP new FM station for extension of completion date.

WNJR-FM Newark—Same.

WROV-FM Roanoke, Va.—Mod. CP new FM station to change ERP to 308 w, ant. to minus 5 ft.

TENDERED FOR FILING

Modification of CP

WGYA Logan, W. Va.—Mod. CP increase N power from 1 kw to 5 kw, change DA (1290 kc).

May 16 Decisions . . .

APPLICATION RETURNED

D. W. Barnes, Madison, Fla.—CP new AM station 1310 kc 250 w D RETURNED May 10.

Nathan Frank, Henderson, N. C.—CP new AM station 1450 kc 250 w unl. RETURNED May 9.

Druid Hills Baptist Church Inc., Atlanta, Ga.—CP new noncommercial educational FM station, Ch 201 (88.1 mc), 10 w RETURNED May 5.

Harlandale Baptist Church, San Antonio—CP new noncommercial educational FM station, Ch. 201 (88.1 mc), 10 w RETURNED May 5.

BY THE SECRETARY

American Pacific Radio Bcstg. Co., Corona, Calif.—Granted request for voluntary assignment of license from limited partnership to partnership of same name.

WGTN John T. Assey Jr., Helen M. Assey and Harmon L. Duncan, partnership, Georgetown, S. C.—Granted request for voluntary assignment of license to Georgetown Bcstg. Co.

KAPP Petaluma, Calif.—Granted license new standard station 1490 kc 250 w unl.

Heart of the Black Hills Station, Deadwood, S. D.—Granted license new remote station KA-2849.

Bamberger Bcstg. Service Inc., Washington, D. C.—Granted CPs new remote pickups KGB-331 KA-2881-2, KA-3130.

Central Bcstg. Corp., Centralia-Chehalis, Wash.—Granted CPs for new remote pickups KOB-336, KA-6640-1.

Clatsop Video Bcstrs., Astoria, Ore.—Granted CP new remote pickup KA-6642.

Johnson County Bcstg. Corp., Iowa City, Iowa—Granted license new remote pickup KA-2221.

KADA Bcstg. Inc., Ada, Okla.—Granted license new remote pickup KA-5648.

Meroco Bcstg. Co., Greeley, Col.—Granted license new remote pickup KA-5354.

KADA Bcstg. Inc., Ada, Okla.—Granted license new remote pickup KKC-416.

Texas Trade School, Dallas, Tex.—Granted license new remote pickup KA-6336.

(Continued on page 78)

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TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
18 Grand St., New Rochelle, N. Y.
New Rochelle 6-1620

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"Registered Professional Engineers"
Specializing in Television
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PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Eastern station wants good general manager. One willing to invest. Box 180F, BROADCASTING.

Commercial manager—NBC major Florida market station. Complete charge of sales. Must be fully experienced. Real opportunity for a producer. Salary plus commission on sales. Opportunity for local salesman in addition. Here's a real opportunity for a solid future for the right man. Box 228F, BROADCASTING.

Commercial manager and program director, both with writing and announcing experience for new 250 w daytimer in Pennsylvania small market. Full details, salary requirements, picture in first reply. Box 255F, BROADCASTING.

Salesmen

Independent station along Atlantic Coast has opening for salesman. Thousand watts—strong on local programming. Part of our territory still unopened. Salary and commission. Box 17F, BROADCASTING.

Connecticut 1000 watt independent seeks aggressive salesman with record of proven results in local fields. Interested only in man who knows how to sell and resell. Box 112F, BROADCASTING.

Experienced time salesman for 5000 net affiliate in top south market. Guarantee and commission. Box 122F, BROADCASTING.

Salesman with proven record. 5 kw midwest Mutual affiliate. Liberal drawing account against commissions. Write stating experience. Send complete particulars including photo, references. Box 189F, BROADCASTING.

Wanted—Salesman with proven ability—1000 watt station in central Massachusetts. Good opportunity for right man. Will pay the right salary for the right man. Answer must be in long hand and picture must accompany first letter. Box 193F, BROADCASTING.

Salesman wanted. Send photo and details to KOCO, Salem, Oregon.

Salesman—Opportunity for steady hard working local salesman on dominant network regional station. Complete details and references with application. WFDF, Flint, Michigan.

Announcers

Straight staff with 5000 watt net affiliate. Occasional special events and mc. Midsouth. Box 121F, BROADCASTING.

Need good commercial **staff** man in midwestern major market radio. **Minimum 3 years experience. Good basic salary. Forward disc, background info. Box 127F, BROADCASTING.**

Announcer-engineer. Must have engineer's license. Quality announcing voice. Wisconsin station. **Send disc,** photo, background, references, salary expectations. Box 135F, BROADCASTING.

Topnotch announcer with first class ticket needed for independent station in good market beginning operation first June. Excellent pay for right man. Box 181F, BROADCASTING.

Announcer-copywriter. Immediate opportunity for experienced man with good voice, writing ability. Send full information regarding experience, education, salary requirements to Box 197F, BROADCASTING.

Midwest network wants experienced announcer-control operator. Special ad-lib and program developing work. Chance to develop your special talents. Send disc, qualifications, salary requirements. Box 219F, BROADCASTING.

Help Wanted (Cont'd)

Announcer—Long established Michigan station with national network has permanent, well-paying position open for capable, experienced announcer. Send qualifications, salary expected, audition disc and photo to Box 224F, BROADCASTING.

Announcer with 1st class license. Permanent position southern station. Box 231F, BROADCASTING.

Experienced air salesman with ideas for simple saleable shows and especially able help build audience 9-noon on NBC in highly competitive area south. $55 plus talent. Box 242F, BROADCASTING.

Experienced announcer-engineers for new 250 w daytimer in Pennsylvania small market. Emphasis on announcing. Send disc, picture, full details in first reply. Box 256F, BROADCASTING.

Announcer with first class phone needed immediately for combination job 5 kilowatt network affiliate. Must be capable announcer. Prefer midwest man preferably from this area. Send full details first letter including references, marital status, experience, salary desired, photo and audition disc. Boy wonders and booze chasers would **save time and postage. Address Grover Cobb, KVGB, Great Bend, Kansas.**

Wanted—Announcer with 1st class ticket, emphasis announcing. Desire play-by-play football. Needed at once. WSSO, Starkville, Miss.

Experienced announcer-engineer. Send disc, photo, salary required. WVOT, Wilson, N. C.

Technical

New England network affiliate seeks licensed engineer with transmitter and studio experience, also seeks licensed operator with acceptable voice. Send complete details on experience, education and references to Box 183F, BROADCASTING.

Immediate opening for experienced chief engineer-announcer for 250 watt network station. Give full details and salary requirements. Box 184F, BROADCASTING.

Wanted—Chief engineer for midwest 250 watt AM-FM station. Only a man with experience as chief engineer will be hired. Preferably a man with background in programming or sales. Box 206F, BROADCASTING.

Northern Illinois independent station needs experienced broadcast technician. Ham preferred. Box 214F, BROADCASTING.

Production-Programming, others

Wanted—Program director for a combination AM-FM local station. A man with imagination and initiative. This is a job for a man who wants to settle down and become a part of a midwest community. References are required. Box 207F, BROADCASTING.

Music librarian. Bright young girl to program kind of music that clicks. Responsible, permanent position. Resume, references and photo please. Box 182F, BROADCASTING.

Radio newsman. Writer-announcer, over 30, to fill responsible executive position; permanent job for capable man now in New York, willing to relocate. Full resume. Box 187F, BROADCASTING.

Wanted—A farm news director for a midwest 250 watt AM-FM station. References required. Experience preferred. Box 208F, BROADCASTING.

Capable program director. Initiative paramount. Ideas must be comparative with 250 watt fulltime independent operation in retail market of twenty million. Location middle Atlantic state. No floaters. No hotshots. Steady, responsible man only. Send disc, experience and references first letter. Personal interview necessary if these satisfactory. Box 234F, BROADCASTING.

Help Wanted (Cont'd)

Program director. Mature thinker, capable supervisor, able turn out saleable programs, do a top public relations job for AM and post-freeze TV. Permanent, responsible position southern top net affiliate. Box 238F, BROADCASTING.

Situations Wanted

Managerial

Sales manager—who in twenty years has personally sold millions of dollars in local time seeks job as commercial manager of substantial station or manager of a smaller station. 1½ years of television. 45 years old, married and have two children. Complete references. Box 953E, BROADCASTING.

Can you top this? As general manager took last station in three station market doubled billing in two months. Terrific job on sales and programming. Young, aggressive, educated. Looking for station in tough midwestern market that will pay for results. Box 105F, BROADCASTING.

Former network actor-producer with local agency and station sales experience. Recently sold one of nations top radio schools. Now available as manager. Ideas + production + promotion **+ sales impetus = increased national and local sales. Anxious for challenge. Can staff station. South or midwest preferred. Married, 33, veteran. Salary plus percentage or bonus. Personal interview arranged after first letter containing details Box 109F, BROADCASTING.**

Not a chair warming manager, unexcelled engineer, nor high pressure salesman but a good honest dependable, hardworking man desiring an affiliation where he can settle down, raise a family and dog and feel secure. Years of experience in all phases of broadcasting would prove valuable to any organization. Available now. Box 195F, BROADCASTING.

Salesmen

Salesman: Young, aggressive. Record of successful achievement. College graduate. TV affiliated operation preferred. Reference from present employer. Box 59F, BROADCASTING.

Salesman, three years college, married, 27, three years experience selling, managerial qualities. Write Box 151F, BROADCASTING.

Florida stations note. One of midwest radio's better sales executives, managerial timbre, now in Florida, seeking connection with good substantial operation. Finest references and complete performance records. Box 200F, BROADCASTING.

Salesman-engineer, limited experience for rural independent station. Have car. Northeast only. Box 239F, BROADCASTING.

Announcers

Experienced all-round announcer with license. Well recommended. Quality voice. Write for my convincing letter. Box 175F, BROADCASTING.

Looking for an experienced, hard working, dependable announcer and operator? I'm available. Single, 22, college graduate. Travel anywhere. Salary secondary. Box 921E, BROADCASTING.

Newscaster. A newspaperman with a voice. Gather, write, deliver. Best references. Disc, details upon request. Box 923E, BROADCASTING.

Experienced announcer-continuity writer. Single veteran, 24. Seven months experience including DJ, news, console operation, general staff announcing. No floater. All replies answered promptly. Available immediately anywhere. Disc, photo available. Box 997E, BROADCASTING.

N.Y.C. announcer desires bigger fish in smaller pond deal. Excellent background. Top audience appeal. Box 176F, BROADCASTING.

Chief announcer—Family man. Desires immediate opportunity. Available at once. Box 11F, BROADCASTING.

Attention California stations. Accomplished announcer available. Distinct radio personality. Hold ticket. Start $65. Box 177F, BROADCASTING.

Baseball, play-by-play. Experienced. Available now. Box 101F, BROADCASTING.

Situations Wanted (Cont'd)

Plenty of training—announcing, news, continuity writing. Excellent voice, diction. Married, 30. Ambitious, steady worker. Interested more in **experience** than salary. Disc, photo, available. **Box 102F, BROADCASTING.**

Experienced play-by-play sportscaster and news man. College graduate, veteran, married, available immediately $60.00 per week. Box 125F, BROADCASTING.

Polished announcer. Non-regional speech plus license. Qualified special events man. Letter tells story. Box 178F, BROADCASTING.

Announcer, graduate oldest broadcasting school in country. CBS instructors taught all phases of broadcasting. Produced, sang, emceed amateur shows in Chicago nite clubs. Two years college. Former staff 5,000 watt NBC affiliate. Consider all offers. Box 136F, BROADCASTING.

Sports director-announcer-engineer, if you are really interested in a man who can do a spectacular job of play-by-play on the three major sports, who is also a network caliber announcer with a first class ticket please state salary and working conditions and write to Box 140F, BROADCASTING.

Morning or all night man with ticket. Appealing style. Warm personality. Impressive background. Past sponsors my best recommendations. Box 179F, BROADCASTING.

I need that first break. Have schooling and background. Can sell and air own shows. Will travel. Photo and disc. Box 186F, BROADCASTING.

Announcer-newscaster: I am 27 years of age, single and a recent graduate from a leading radio college, where I received a B.F.A. Degree in Radio Education with a major in announcing. Also worked as announcer at FM station. Received training in all phases of station operation; compile newscasts, write copy, production, programming, etc. Will send you my personal data sheet, disc and photo at your request. Available immediately. Box 190F, BROADCASTING.

Capable man. Six years experience, CBS and NBC stations. Presently chief announcer 5 kw NBC station. Want a position with a future. Sober, non-floater as best references will prove. Hard worker. Experience includes production, programming and selling as well as announcing. Box 194F, BROADCASTING.

Combination man. First telephone license. Eight years announcing experience. Engineer since 1942. Good voice. Can ad-lib. Salary expected $75.00 per week. Box 196F, BROADCASTING.

Versatile announcer—Experienced to do all phases of staff announcing. Disc upon request. Box 199F, BROADCASTING.

Disc jockey—Sports man desires position in station with TV or contemplative TV. Presently employed in Washington, D. C. Young, aggressive. Can also do promotion. Experienced in TV production. Family man. A-1 references. Prefer east coast or midwest. Box 201F, BROADCASTING.

Not "50-girls-50" but 1-top announcer-1! Six years radio-theatre-TV film experience; 2 years NYC indies. Presently 5000 watt AM, midwest. Seeking TV and/or AM spot in east. Highest audience ratings in mc, deejay, news, sports, acting. College grad, leading eastern univ. Box 203F, BROADCASTING.

Looking for an experienced staff man heavy on DJ? Such a man with board proficiency plus BA at Box 204F, BROADCASTING.

Experienced announcer-console operator desires position as summer replacement. College 4 years. Michigan-Indiana-Ohio area preferred. Box 205F, BROADCASTING.

Experienced staff announcer with board proficiency, mature attitude, BA at Box 210F, BROADCASTING.

Announcer, knowledge all phases of broadcasting. Also operate console. Good on commercials, news, etc. Television, some directing and camera experience. Understand all phases of TV. Thoroughly trained, top references. Ambitious, dependable, married. Limited announcing experience. Box 212F, BROADCASTING.

Announcer-engineer. Good music and production background. Member Script Writers Guild. College. Married, 26. Want permanent position with reliable operation. Box 215F, BROADCASTING.

Situations Wanted (Cont'd)

Emergency — Good, experienced all-round versatile announcer-program director, presently employed but must locate in or within 100 miles of Los Angeles. Will explain first letter. Permanent. Box 216F, BROADCASTING.

Announcer—5 years experience. Prefer south or west. Consider all. Friendly, record of dependability and success. Available short notice. Car. Box 217F, BROADCASTING.

Announcer—Seeking permanency. 4 years experience all phases. Desires news position. Married. West preferred. Consider all. $60. Box 218F, BROADCASTING.

I dare them all; southern stations you all, to hire me. Two years announcing, copywriting. Box 222F, BROADCASTING.

Announcer, salesman. Experienced in FM time sales, college grad, radio school grad. Emphasis on news and sports, deep mature voice, 27. Vet, single, no foolish claims. Disc or interview will convince. Box 223F, BROADCASTING.

Newscaster—write, direct, announce. Run department. Familiar all phases. Low, resonant voice. Hold top audience here. Want permanent location with top AM—having TV ideas, that can afford top man. College—6 years radio. Guaranteed references. Box 225F, BROADCASTING.

Two announcers currently employed at a five kw, ABC affiliate. Each with three years staff experience. Between the two all phases covered. Desire west coast location. All replies answered. Box 221F, BROADCASTING.

Do you gamble? Well it isn't necessary. I can fill your opening for announcer and will give personal audition within 100 miles of New York City or Miami, Florida. Disc available for other localities. Box 227F, BROADCASTING.

Announcer—4 years experience. Available immediately. Single. News, sports, DJ, board, copy, production, music. Will travel. Disc, references, information to Box 240F, BROADCASTING.

Announcer, professionally trained. Needs first job. Single, twenty, disc and photo. Box 254F, BROADCASTING.

I will exchange four years eastern net and indie experience, ability, natural delivery and dependability for a position with a progressive station. Special events, sports, morning show specialty, writing, producing, among qualifications. Married, one child. References—best. Travel? Yes. Answer all replies. Box 259F, BROADCASTING.

Announcer—staff, news, sports and also acting. Veteran, married. Graduate of leading broadcasting school in NYC. Operate console. Salary optional. Prefer upstate New York, New Jersey or New England area. Disc. Available. Box 261F, BROADCASTING.

Announcer, 2 years experience. Presently employed. Desires more secure position with progressive station. Can write. Good voice. Conscientious worker. References. Box 232F, BROADCASTING.

Announcer: Age 24, single, will travel. Would like to specialize in disc jockey work and sports. Will do general staff work. Training: two years college and intensive course, School of Radio Technique, N. Y. Audition record and photo on request. Box 233F, BROADCASTING.

Six years AM-TV experience. Three years theater. Can program, disc jock, announce, MC, and/or produce-direct AM-TV shows. Complete operating knowledge AM-TV equipment. Young, single, personable. Moderate salary requirements. Consider all offers: AM or TV. Box 235F, BROADCASTING.

Ambitious Canadian chief announcer like to be ambitious American announcer. Has visa. Experienced everything exclusive sports. Excellent references. Work exceptionally hard for opportunity. Audition disc available. Box 236F, BROADCASTING.

Announcer. Single, 23. Four years experience. All-round staffer. Intelligent news, strong on DJ, write copy, work board. Will travel. Box 243F, BROADCASTING.

Announcer—4 years experience. Can do first-rate disc show, strong newscast, fast and pleasant audience participation show. Also handle board, write copy. Disc, information on request. Box 244F, BROADCASTING.

Starting is the hardest—I may be the fellow you have in mind. No-Ezio-but you wouldn't turn me off either. Box 245F, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—College graduate, one year experience announcing, disc jockey and staff N.Y. indie. Single, ambitious, reliable. Will travel. Car. Disc or personal interview if possible. Box 246F, BROADCASTING.

Voice, rich resonant. Experience one year N. Y. FM. Education B.A. Degree. Versatile announcer wants to work with progressive station. Write Box 247F, BROADCASTING.

Summer replacement 2 years staff, all-round announcer; operate board. Box 248F, BROADCASTING.

Experience—2½ years New York FM staff. Announcer, DJ, intelligent news, control board. Travel. Box 249F, BROADCASTING.

Announcer—College graduate—one year experience. Will relocate for position on progressive station. Box 251F, BROADCASTING.

Announcer—22. Some experience. Disc jockey ad-lib, newscasting, commercials, interviews, control board. Conscientious. Good voice. Write Box 252F, BROADCASTING.

If your station needs an announcer with writing ability write Box 253F, BROADCASTING.

Experienced combo man with 1st phone ticket. Box 126, Rt. 1, Redbank, Calif.

News and sports, 50,000 watt experience. Prefer Texas or California. Looking for permanent connection with a well-established network affiliate. Write or phone Bill Borom, 703 S. Vernon, Dallas 8, Texas. W 3-1014.

Announcer-writer—seven years college, journalist. English instructor, can write anything, thorough radio education, authority on sports, news. Music a hobby. Typist. 27, single, work anywhere for whatever you offer. Lew Carter, Somers, Connecticut.

Seeking start announcing. Interested western music disc shows, Texas, Virginia, but any offer considered anywhere. Can operate board. Single, 26, travelled throughout world. Disc, photo on request. J. Hill, 2102 W. Fourth St., Chester, Penna.

Michigan-Ohio vicinity. Experienced in all phases of staff announcing. Disc upon request. Dick Jarvis, Box 617, Evanston, Ill.

Announcer—Excellent voice for news and commercials. Married, 36. Have car. No experience. Recent graduate School of Radio Technique. O. J. Lehto, 742 Aldine Ave., Chicago 13, Ill.

Announcer: News, disc jockey, write, experienced. Vet, college grad, available June. Like midwest, S. Calif., south. Robert Norton, 1215 S. 4th, Champaign, Ill.

Good early morning men, announcers and writers. Practical announcers willing to work and learn. Pathfinder School of Radio, 1222-A Oak St., telephone HArrison 0473, K. C., Mo.

Experienced announcer-continuity writer. Single veteran, 24. DJ, news, console operation, general staff. Available immediately anywhere. Absolutely no floater. Disc, photo available. Write, wire, phone Robert Rauch, 724 South Grand Avenue, Fort Thomas, Kentucky.

Experienced young announcer, capable, hard worker. Permanent position in northwest desired. 2 years 5000 watt CBS outlet. Don Stellges, 10835 N.E. Marx, Portland, Oregon.

Someone once gave you a break: I'm looking for that same break. Graduate of announcers school; will go anywhere; not afraid of extra work; salary secondary to opportunities. Write or wire Stewart Wickett, Morningside Pk., Springfield, Mass.

Sportscaster — experienced. Play-by-play all sports. Also special events, newscasting. Single. Will travel. Bob Wilson, 705 W. Fifth St., Storm Lake, Iowa.

Technical

Engineer, degree, licensed, 12 years experience, 8 as chief, now employed. Box 33F, BROADCASTING.

Engineer thoroughly experienced, no announcing, excellent references. Go anywhere. Box 40F, BROADCASTING.

Engineer desires permanent position with a growing station. Willing to travel. Box 46F, BROADCASTING.

Engineer, first phone would like permanent position anywhere, 21 months broadcast experience, vet, married, have car. Box 124F, BROADCASTING.

Chief engineer, 15 years experience in responsible engineering, all phases AM and FM to 100 kilowatts. Prepared for TV. Highest professional references. Box 131F, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, 27 months broadcast, 3 years army radar experience. Graduate leading radio school. Will travel. Box 144F, BROADCASTING.

Engineer, 14 years experience, AM-FM construction installation—maintenance—studios—transmitter. 10 kw directional, available immediately, references. Box 145F, BROADCASTING.

First phone license, experienced transmitter operator. Married, car. Want permanent position in northeast. Box 153F, BROADCASTING.

1st phone license, college graduate, young, competent, AM, FM experience. Box 185F, BROADCASTING.

Experienced engineer, television technician, RCA graduate and willing to travel anywhere desires employment in a broadcast station. Available immediately. Box 191F, BROADCASTING.

Engineer—First class radiotelephone license. Six years experience; FM, AM, studio, remotes, transmitter. Married, available at once; will go anywhere. Box 192F, BROADCASTING.

4 years experience, first fone, college senior. Desire vacation work. Box 198F, BROADCASTING.

Chief engineer. Now chief of one kw. 20 years experience including directionals, construction of two stations. Family. Box 220F, BROADCASTING.

Engineer—Three years experience. Temporary or permanent. Available immediately or future date. Car. Box 226F, BROADCASTING.

Experienced chief engineer-announcer desires permanent connection with solid organization south or southwest. Dependable, hard working man. Excellent references. Married. Automobile, two weeks notice. Box 230F, BROADCASTING.

First phone license. Will accept job anywhere. Inexperienced, but full of ambition. Box 257F, BROADCASTING.

Chief engineer, 17 years experience all classes of stations. Particularly well trained in construction, studio and transmitter and difficult directionals. Desire make change with full consent and approval of present employer. Prefer south. Box 262F, BROADCASTING.

Engineer, licensed, married, veteran. Will consider any offer. Jerry Eide, 614 Center Street, Des Moines, Iowa.

Engineer, first phone license, two years broadcasting experience. Single. Age 23. Immediately available. James Ellzey, Rt. 4, Tylertown, Mississippi.

Summer replacement engineer. Nearly 5 years experience, all phases sound broadcasting. Available college vacation. References. Interview. Adaptable. Robert F. Hooper, 95 Lathrop, Battle Creek, Michigan.

Engineer, first phone, BA Degree; will travel, available immediately, veteran. Write Romar McCamy, 514b S. Tamarind Street, Compton, Calif.

Experienced engineer, AM-FM. First phone, experienced construction, installation, transmitter, console, remotes. Seeking permanent position anywhere. H. C. Williams, c/o V. E. Hamilton, Rt. 5, Knoxville, Tenn.

Combo, ticket, 1½ years experience net affiliate metropolitan southeastern market. Vet, car, 2 children. Goal: Relocate midwest. Request disc. 2016 Trent Blvd., New Bern, North Carolina.

Production-Programming, others

Newscaster: "Newspaperman with voice." BS; family. AM or TV. $90-$100. Box 36F, BROADCASTING.

Program director—programming, production, promotion. First phone license—transmitter, console, remotes. Now employed 5 kw. Conscientious, dependable, permanent. No drinking. Prefer small California station affording opportunity to build enthusiastic new listeners. Box 213F, BROADCASTING.

Programming-traffic-woman's editor. 15 years experience in radio, 1½ years TV. Write Box 263F, BROADCASTING.

Newsman - writer - announcer, young married, ambitious. Would like post news-conscious station in city 100,000 or above. Two years newspaper, year radio experience, presently news director small station. College graduate. Available two weeks notice. 763 Bloomfield, Montclair, N. J.

Experienced radio, television, commercial and script writer with production, makeup, scenic design, acting, announcing, background, wants staff employment. Best references. Write Fred Webb, 703 S. Vernon, Dallas 8, Texas or 1509 Lincoln, Toledo, Ohio.

Television

Technical

Telecasting engineer; 1st phone, some broadcasting experience, excellent radio and professional photography background, married, car, desire opportunity in TV station. Box 103F, BROADCASTING • *TELECASTING.*

Engineer—1st phone seeking TV position. RCA Institute graduate, single, will travel. Box 250F, BROADCASTING • *TELECASTING.*

For Sale

Stations

For sale—by Twin Cities broadcasting company block of up to $5,000 of common stock. Details on request. Box 188F, BROADCASTING.

For sale—250 watt fulltime network station located in southeast. $25,000 cash. Box 260F, BROADCASTING.

Equipment, etc.

Western Electric 20A-250 watt AM transmitter, tubes, 2 crystals 1230 kc, set spare tubes, clean and in excellent condition, complete with instruction book and diagrams. Original cost $6000. Price $2000 f.o.b. St. Louis. Radio Station WIL, Chase Hotel, St. Louis, Mo.

For sale: General Electric FM transmitter, type No. BT-4-B with rated power of 10 kw.; General Electric BC-3A transmitter console, two racks of speech input equipment; also Western Electric 8-section cloverleaf antenna, type 54-A. Make offer. Box 992E, BROADCASTING.

For sale—Hewlett-Packard FM frequency and modulation monitor. 20 per cent off original cost of $935.00. This monitor has not been used. Write Box 209F, BROADCASTING.

(Continued on next page)

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Address.................................

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For Sale (Cont'd)

REL-518B-D1 1000 watt FM transmitter, crystal 97.3 mgc. Complete with tubes, set spare tubes, instruction book and diagrams. Good condition. Original cost $11,000. Price $3250 f.o.b. St. Louis. Radio Station WIL, Chase Hotel, St. Louis, Mo.

For sale—1 RCA 5C5KW AM broadcast transmitter, complete with antenna matching network into 600 ohm open wire line. Also, RCA 1D1KW broadcast transmitter with 833 push pull output. Complete speech equipment with both transmitters. Box 229F, BROADCASTING.

REL #600 FM broadcast modulation and frequency monitor, tubes, crystals 97.3 mgc, instruction books. Original cost $900. Price $475. RCA AM modulation monitor $75; RCA 49 cathode ray modulation monitor $20, f.o.b. St. Louis. Radio Station WIL, Chase Hotel, St. Louis, Mo.

Audio for sale: WE 110A limiter $300. RCA BA-3B amplifier $75. WE 1126B limiter $200. RCA VU meter with selector and attentor in panel $50. RCA monitor amplifier $80. 7B amplifier with power supply $40. UTC program amp. with power supply $25. All above equipment clean and supplied with instruction books, f.o.b. St. Louis, Radio Station WIL. Chase Hotel, St. Louis, Mo.

RCA, 5C 1-5 kw transmitter. Excellent condition. Now in use. Complete, plus large supply spare parts and tubes. Available thirty days. Reply Box 258F, BROADCASTING.

Electric generating set—not surplus. International diesel 100 h.p., 50 kw. Electric machinery generator—3 phase 60 cycle, 230 volt—all self-contained and mounted on skids. Two heavy-duty external mufflers and connecting pipe. Needs only external fuel tank to operate. In A-1 condition. Price $3,500 f.o.b. our transmitter. KGLO, Mason City, Iowa.

Complete 250 watt WE transmitting installation in excellent condition, including tower; WE D97008 antenna coupling unit, WE310B transmitter, 732-AS7 General Radio distortion and noise meter, 214 foot Blaw-Knox self-supporting tower (dismantled), lights, lighting choke, 2 audio racks, WE speaker, jack strip, jacks, VU meter, 475C General Radio frequency monitor, 681B General Radio frequency deviation meter, 731B General Radio modulation monitor, 733-AS8 General Radio oscillator. Immediate shipment. First $3000.00 takes package, FOB Tulsa. Call or wire KOME, Tulsa, Oklahoma.

2 new 9A reproducer heads $35 each. 1 Gates TT arm and head $20. 40 hole jack panel used $15. Superior Instrument model 400 electronic multimeter $25. FD 1-1A thermometer $2. FD 1-1A thermostats $1. Parmetal 6 ft. relay rack $8. Relay rack telephone type 6 ft. $8. Condensers 1, 2, 4 mfd. 2000V $2 each. Choke Thordarson 20 hen 500 mils $3. Transformer Jefferson 1.5 kw. three phase 220 V AC 60 cycle 5000 volts, meters 0-100 3" thermo galvanometer current square Weston $15. 0-5 amp RF 3" Weston $6. 0-20 mil 3" Weston $5. 0-1 mil 2" Weston $5. 0-7 mil Triplet 3" $4. 0-1 mil AC mils 3" Jewel $3.50. 0-2000 volt 3" Jewel $7. Following meters $2.50 each: 0-150-300 DC volt 2" Jewel. 0-100 mil 3" Jewel. 0-30 mil 2" Jewel. 0-150-7.5 DC volts 3" Jewel. F.O.B. Radio Station WIL, Chase Hotel, St. Louis, Mo.

For Sale (Cont'd)

Blaw-Knox tower 189 feet, self-supporting, base insulated $1500 f.o.b. Dupo, Ill. Radio Station WIL, Chase Hotel, St. Louis, Mo.

Western Electric 1 kw FM transmitter and console. Perfect condition. Box 237F, BROADCASTING.

For sale: Two Model Y-2 Presto recording amplifiers and turntables. Used very little. Condition good as new. Mounted in handsome console. This equipment cost over $2,200 and is available at a big saving. Contact Radio Station KRIG, Odessa, Texas.

For sale—RCA BTF—3B, 3 kw FM transmitter, like new; two sets of tubes; 2 crystals, 93.7 megacycles. Spare parts, high voltage plate transformer. Also RCA BF—14AB aluminum, four-section, pylon antenna, complete with obstruction lights, vibration dampers and photo-electric light control equipment. All offers considered, F.O.B. Granite City, Illinois. Write, wire Chief Engineer, KXOK-FM, 12th and Delmar, St. Louis 1, Missouri.

For sale—Western Electric 54A, 4 bay cloverleaf antenna. Used, but in good condition. Make offer. Chief Engineer, WAGE, Inc., Syracuse, N. Y.

$11,000 FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Equipment, etc.

Turntable, preferably RCA, complete with pickup. State lowest price and age. Box 37F, BROADCASTING.

One kw FM transmitter and related equipment except tower. State lowest price for quick sales. Fred A. Palmer, Worthington, Ohio.

Situations Wanted

Mr. Radio Station Owner

If your Profits Suffer from—
A Weak Sales Staff!
Cut Rate Time Sales!
Too Many Radio Stations in Your Area!

Here's What We Do—

Build a permanent sales staff of local men trained to overcome sales resistance.
Maintain Your established card rate.
Aid in programming to increase your listening audience.

The Cost

A percentage of your increased billing created by our efforts.
We have the "Know-How"
We're doing it Now
Write or Wire—Confidential

Box 202F, BROADCASTING

Pacific Northwest Station

$75,000.00

An unusually attractive fulltime facility in one of the Northwest's growing cities with retail sales in excess of $20,000,000.00. This property is well equipped—valuable land and real estate are included in the purchase price. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

Help Wanted

Salesmen

TRANSCRIPTION SALESMEN

Highly successful transcription company desires two salesmen. Territory to be covered—Rocky Mountain states and midwest.

Liberal drawing account against commissions. Must have radio sales experience.

BOX 211F, BROADCASTING

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AGENCY RATES

Canadian Unit Hits Change

OPPOSITION to any over-all change in the prevailing rate of advertising agency commissions was voiced by the Assn. of Canadian Advertisers in a letter to the Canadian Assn. of Advertising Agencies at Toronto on May 9. The ACA stated that the answer may lie in individual adjustments where agencies can demonstrate to clients that existing commissions yield inadequate compensation for services rendered.

Canadian Assn. of Broadcasters in its recent convention at Niagara Falls, Ont. [BROADCASTING, April 3], also turned down the request for an increase for at least a year.

CHICAGO AWARDS

Ad Club Cites 22 Shows

TWENTY-TWO Chicago-originated radio and television shows and spots received 1950 Chicago Federated Advertising Club awards at the annual dinner last Thursday night at the Morrison Hotel.

Clifton Utley, NBC AM and TV commentator, was cited for "outstanding interpretation of the news" in both media in a special award. In the network television category, the commercial announcements award went to Universal Gas Range for film spots prepared by Sarra Inc.

Network TV shows cited were *Wayne King Show* (NBC, musical, Standard Oil Co., McCann-Erickson), *Garroway at Large* (NBC, variety, Congoleum-Nairn, McCann-Erickson), *Quiz Kids* (NBC, quiz, Miles Labs., Wade Advertising), *Super Circus* (ABC, kid show), and *Kukla, Fran & Ollie* (NBC, family-comedy, RCA Victor, Ford and Sealtest).

Winners in the local TV classification: *Cartune-O* (WGN-TV, quiz, National Food Stores, Schwimmer and Scott), *Sachs Amateur Hour* (WENR-TV, variety, Morris B. Sachs, Ruthrauff & Ryan), *Fairteen Club* (WGN-TV, kid show, The Fair Store and Pepsi-Cola Bottling Co., Ivan Hill Inc.), *The Weatherman-Clint Youle* (WNBQ, service, Standard Milling Co., John W. Shaw), *Clifton Utley and the News* (WNBQ, news, Peabody Coal Co.), *Sports for the Year* (WGN-TV, sports), *S-Day* (WENR-TV, special promotion), and *Chicagoland Newsreel* (WGN-TV, newsreel). Local spots cited were those of Beatrice Foods Inc. (Meadow Gold Butter), through Foote, Cone & Belding.

Tops in AM network features from Chicago: *The Breakfast Club* (ABC, Swift and Co., J. Walter Thompson and McCann-Erickson), *U. of Chicago Roundtable* (NBC, special feature, sustaining), commercial announcements on *Pure Oil News Time* (NBC, Pure Oil Co., Leo Burnett).

Local AM: *Listen to Cliff* (program, WBBM), *Report Uncensored No. 6* (special feature, WBBM, off the air), and commercials for Greyhound Corp., produced by Lew Green & Assoc. for Beaumont & Hohman.

Radio-TV Annual

CANADIAN RADIO AND TELEVISION ANNUAL 1950. T. J. Wheeler, 302 Bay St., Toronto. $6.

NEW *Canadian Radio and Television Annual 1950* is divided into various sections with different colored paper, listing all organizations in Canadian radio—stations and networks — engineering and equipment companies, music organizations, production and programming facilities, plans for TV in Canada, biographies of over 3,000 men and women in Canadian radio, and all Canadian radio legislation and regulations.

FOR SALE—**5/10 kw composite transmitter. High level modulated air cooled used less than 500 hours as auxiliary transmitter. Excellent frequency and distortion characteristics, first class mechanical and electrical workmanship. Will make excellent main transmitter for new 5 or 10 kw station or as auxiliary for 5, 10 or 50 kws. Price FOB Cincinnati uncrated with one complete set tubes, miscl. spare tubes and spare parts $6500 cash. C. H. Topmiller, WCKY, Cincinnati.**

Promotion

TURTLE invasion, involuntary as far as amphibians were concerned, was recent promotion tie-in on part of Noel Crouch, advertising manager of Jacob Schmidt Brewing Co., which sponsors baseball broadcasts on WMIN St. Paul, along with Midway Chevrolet Co. Frank Devaney, vice president and general manager of WMIN, which airs St. Paul baseball games, reported that turtles were brought into town and distributed to various taverns, cafes and grocery stores. Turtles, measuring about two inches in length, sported multi-colored shells with legend, "Marty for City Club . . . WMIN . . . All Games." Distribution of vest pocket reptiles made great hit with small fry and WMIN reported distribution throughout area created one of most effective broadcast-promotion impacts witnessed in some time.

Notes from WTAG

IN LINE with showing of its promotional film on Worcester market, WTAG-AM-FM that city is sending two-color promotional booklet to those attending showings. Booklet is shaped like spiral pad and contains noted highlights of statistics and data included in film, written in grey simulated pencil. Most important facts are underlined or checked in blue simulated pencil. Booklet is complete even down to doodling in margins, and concludes—"See Raymer for WTAG availabilities—Top station—top market!" Yellow paper attached to booklet reads, "We took notes for you—WTAG-AM-FM."

June Promotion

JUNE brides will be favored by promotion planned by WXGI Richmond, Va., when outlet will air actual marriage ceremony on Frank Porter's *Country Store* on second floor of Raylass Department Store, program's sponsor. Marriage will be performed by Rev. James Westcott, one of WXGI radio pastors, and over $300 in prizes will be presented to newlyweds by sponsors.

'Portable Pitch'

CAMPAIGN to promote sale of portable radios in Washington, D. C., area one week prior to Decoration Day, May 30, continuing through July 4, has been announced by Ben Strouse, vice president and general manager of Capital Broadcasting Co., owner and operator of WWDC-AM-FM Washington. Projected as strictly public service, campaign will involve airing of spot announcements gratis by station. No advertiser will be asked to pay for service. Promotion is entitled "Portable Pitch."

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 19

Competition Opened

ANNUAL WOR New York *Herald-Tribune* Journalism awards competition opens in city's public and parochial high schools. Awards, designed to encourage aspiring journalists, will be given boy and girl of graduating class who have written best news reports or interviews in school newspaper.

WILS' 'Lonesome Gal'

WIDE sponsor-program promotion effort by WILS Lansing, Mich., points up its new transcribed program sponsored by Berghoff Beer. Called *Lonesome Gal*, show runs for 52 weeks, five times weekly. In addition to air announcements, campaign carried forward through newspaper ads and publicity, taxi posters, direct mail to beer trade in local retail trading zone, outdoor posters, etc. Campaign coordinated with drive by BBDO, agency involved.

Grady Cole Mailing

COPIES of North Carolina's weekly magazine *The State* being mailed by WBT Charlotte. Current issue headlines article profiling Grady Cole, WBT's star announcer now celebrating his 20th year with station. It traces Mr. Cole's career, outlining achievements earned as broadcaster. Mr. Cole's time clients, agencies and trade publications are receiving copies as will dealers throughout Carolinas who handle products advertised by Mr. Cole over WBT.

Iowa Cotton

IT TAKES a Texan to change landscape of state's "outer fringes." Johnny Holmes, assistant to Chuck Worcester, farm director at WMT Cedar Rapids, Iowa, is Texan who lamented nothing in Iowa could compare to cotton fields in Lone Star State. In answer, Mr. Worcester told his listeners about dispute and sent out 3,000 10-cent packets of cotton seeds to Iowans. Since each package contains 50 seeds, full harvest of about 150,000 cotton plants is expected. However, campaign's in fun and WMT doesn't expect Texas to lose its market.

Barrel of KEYL Fun

BARREL of fun featured switch from AM platter spinning to TV for Bud Whaley when the disc jockey left KMAC San Antonio for KEYL (TV) San Antonio. Making change to video graphic, Mr. Whaley paraded through downtown district in a barrel, saying he had switched, lock, stock and barrel.

HPL Sales Talk

GRAPHIC folder tells how nighttime edition of *Starlight Salute*, sponsored by Housewives Protective League, has become "the most sales-effective participating program in all radio." To prove it, HPL relates how hard-to-convince advertiser was shown that Galen Drake over WCBS New York could reach women with food commercial at 11:15 p.m. Mr. Drake, folder says, offered recipe books five consecutive nights—expecting couple of thousand letters. Result: 24,321 proving "he has a way with the ladies . . . anytime."

FM Appeal Cited

FULL-PAGE newspaper ad and appeal to business establishments feature FM campaign launched by WATG (FM) Ashland, Ohio. Station reminds businessmen that uninterrupted music service often is limited to use of toll lines because of interference by thunder storms, electric motors, neon lights, etc. WATG offers this same static-free service without cost, station explains. Also promoted is *Disc Derby* highlighting six-day a week, 3½ hour record show with three disc jockeys dividing the time.

Crosby Paris Momentos

PARIS post-cards arrived in 1,000 mailboxes in Washington, D. C., coincident with placing on WTOP Washington *This Is Bing Crosby* show 10-10:15 a.m. Mon.-Fri. Cards had been shipped by station in bulk to Paris two weeks previous. They were stamped and postmarked in Paris and sent back to Washington by regular mail. One side showed Queen Elizabeth, luxury liner, with message penned by "Bing Crosby" inviting listeners to tune in.

WCOP Small Fry Folder

ONE-FIFTH of U. S. population are moppets under 10 years of age, folder sent to national and local advertisers by WCOP Boston promotion department declares. Piece points out that young age bracket has expanded 45% more than before war — making up growing market for merchandiser. Station emphasizes its children's shows and urges advertisers to devote portions of budgets to such advertising. Mailing was sent to select list of advertisers who have interest in small fry market.

Early Promotion

"IT WAS FINE in '49 but it will be more nifty in '50" is theme which keys third annual National Television and Electrical Living Show. Show managers are mailing to the trade three-color, four-fold sheet pointing up need "to show your product, to tell your sales story and to reach the cream of your market." Event, sponsored by Chicago Electric Assn., will take place at city's Coliseum from Sept. 30 through Oct. 8.

Personnel

ISABELL M. HOYT appointed promotion manager of KPOJ Portland, Ore. Mrs. Hoyt has been with station for four years, three of them in program department. She was previously with McCann-Erickson.

JACK SAUNDERS, formerly with WRR Dallas, Tex., and with Tracy-Locke and Ray K. Glenn Adv., named promotion manager of KXYZ Houston, Tex.

WAVZ New Haven, Conn., appoints **ROBERT S. KELLER Inc.**, New York, as sales promotion representative.

JERRY DEHAAN, formerly with WSRK Shelbyville, Ind., as program director, and chief announcer at KVOE Santa Ana, Calif., joins KSJO San Jose as manager of merchandising and promotion department.

HELEN PARRIS becomes fulltime merchandising consultant for WESC-AM-FM Greenville, S. C.

ALAN ELROD, formerly with Searle & Parks, Chicago (program packager), and before that promotion art director, ABC Western Div. and KECA-TV Hollywood, returns to ABC and its Hollywood TV outlet in same capacity. New addition to ABC press department is **CATHY STEFFES**, formerly in mimeograph department.

COLEMAN (Bill) CODY, assistant merchandising manager of WCOP Boston, is the father of a girl, Anne Baldwin.

Radio Jamaica Plans

PAN AMERICAN Broadcasting Co. has announced that Radio Jamaica, British West Indies, will be the first station to operate commercially in Jamaica when it makes its debut early this summer. Broadcasts will be made from the capital city of Kingston simultaneously on shortwave and standard. The station is scheduled to be on the air from 4 p.m. to 11 p.m. with both live and transcribed shows. Time already has been sold to several international advertisers, according to Pan American.

185 FAMILIES FOR ONE CENT
•
➤ See Centerspread This Issue ➤
•
ON THE AIR EVERYWHERE 24 HOURS A DAY
L.B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

MEXICO OUTLETS

FCC Reports on Changes

CHANGES in facilities and assignment of call letters to stations in Mexico were reported by FCC last week upon notification by Mexico according to the provisions of the North American Regional Broadcasting Agreement, now being renegotiated.

New 200 w fulltime outlet on 1410 kc, XEVH, is to begin operation Sept. 1 at Valle Hermoso, it was reported. XEXP Matamoros, 250 w fulltime on 1450 kc, was reported deleted and its assignment given XEAM there effective Sept. 1. XEAM is to switch from 1400 kc. Call letters were assigned to the following:

XEAF Tala, 550 kc; XEAH Santa Rosalia and XEAK Tecate, 560 kc; XEAY Villa Acuna, 570 kc; XEBB Acapulco, 600 kc; XECO Zapopan, 760 kc; XEBE Tijuana, 800 kc; XEBD Saltillo, 920 kc; XEBF Mexicali, 940 kc; XEBN Agua Prieta, 1010 kc; XELB La Barca and XERG Nuevo Laredo, 1090 kc; XECB Aguascalientes, 1170 kc; XECE Oaxaca and XECG Nogales, 1240 kc; XEZU Zacapu, 1270 kc; XEGJ Guadalajara, 1280 kc; XEBY Agua Prieta, 1310 kc; XESR Santa Rosalia, 1320 kc; XECI Acapulco, XECJ Apatzingan and XECK Durango, 1340 kc; XECM Manzanillo, XECN Progreso and XEDQ San Andres Tuxtla, 1400 kc; XEBC Ciudad Guzman, 1430 kc; XECP Ciudad Victoria, XECS Ciudad Manta and XECT Ojinaga, 1450 kc; XECU Los Mochis, 1470 kc; XECV Guasave and XECW Veracruz, 1490 kc; XECX Queretaro, XECY Huamantla and XEDB Thuacan, 1520 kc; XEDC Aquascalientes and XEDD Monterrey, 1560 kc; XEDI Queretaro, 1570 kc; XEDM Hermosillo, 1580 kc; XEKT Tecate, 1590 kc; XEDO Acapulco, 1600 kc.

send me

BROADCASTING
TELECASTING

ONE YEAR—$7

☐ I enclose $7.00 ☐ Please bill me

NAME

COMPANY

ADDRESS

CITY ZONE STATE

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

Nat'l. Press Bldg., Washington 4, D.C.

ABC TELEVISION CENTER

GIVING the boys at ABC's Western Division a boost up the ladder of success are Frank Samuels (l), vice president in charge of the division, and Ernest Felix (r), assistant treasurer of ABC and Western Division personnel director. The seven boys, originally employed by the network as mail and messenger boys, were promoted to more responsible positions. Standing on the roof are Mark Bortles (l) and Tom Sumner, now in engineering. On the ladder (reading down) are Ralph Waldo Emerson, Walter Cooper, with the network directing division; Carroll McKenna, audience promotion; Arthur Bartick and Arthur Thompson, program assistants.

WISCONSIN MEET

News Editors Form WARNE

ROBERT LINDSAY, news editor of WKOW Madison, was named acting president of the Wisconsin Assn. of Radio News Editors at an organizational meeting held May 13 at Madison.

It was anounced that membership in WARNE is open to any bona fide news editor or news director of any Wisconsin radio or TV station, and that news editors of Upper Michigan stations will be invited to join. The organization also announced that a combined business meeting and radio news clinic will be held at the U. of Wisconsin in the fall, the date to be announced.

Members of WARNE are:

Jack Krueger, WTMJ Milwaukee; Paul Clifford, WAUX Waukesha; Joe Koelsch, WRCO Richland Center; Roy Vogelman, WHA Madison; Bob Macaulay, WMAM Marinette; Michael Griffin, WBAY Green Bay; Paul Ziemer, WKBH La Crosse; Dick Vogl, WEAU Eau Claire, and Mr. Lindsay. Also present at the organizational meeting were: Robert Bodden, WRCO; Robert Taylor, U. of Wisconsin News Service; Dr. Ralph Nafziger, U. of Wisconsin School of Journalism; Arthur Bystrom, AP, Madison.

WLIB Cites Union

DEMONSTRATION by American Communications Assn. (CIO) against WLIB New York has led to the filing of unfair labor charges against the union. Station filed charges with the National Labor Relations Board asserting the union violated the law April 28 by engaging in "a concerted picketing demonstration and dissemination of false and slanderous statements among employer's customers." ACA contract with WLIB expired April 30.

FCC Actions

(Continued from page 72)

Decisions Cont.:

KIDO Inc., Boise, Ida.—Granted license new remote pickup KA-2729.

General Bcstg. Co., Atlanta, Ga.—Granted mod. license to change frequency from 156.75, 158.40 mc to 152.87, 153.35 mc KA-5706-7.

WOI-TV Ames, Iowa—Granted mod. CP for extension of completion date to 11-15-50.

Radio Station WSBC Chicago—Granted mod. CP for extension of completion date to 10-24-50 WXRT.

KXYZ-FM Houston, Tex.—Granted mod. CP for extension of completion date to 11-15-50.

KSLH Board of Education, St. Louis—Granted license new noncommercial educational FM station; 91.5 mc 12.5 kw 400 ft.

WLAG-FM La Grange, Ga.—Granted mod. CP for extension of completion date to 11-30-50.

WKMH-FM Dearborn, Mich.—Same to 8-28-50.

KDFC San Francisco—Same to 12-1-50.

WEST-FM Easton, Pa.—Same to 12-15-50.

WLBZ Paul Hunter Eustis, Fla.—Granted request for voluntary assignment of license to WLBE Inc.

WHHH Warren, Ohio—Granted license change frequency, etc.

News-Sentinel Bcstg. Co., Area Fort Wayne, Ind.—Granted extension of licenses of remote pickups KA-5645, KA-5535 on temp. basis to Sept. 1 subject to change in frequency which may result from proceedings in Docket 6651 subject to cond. no harmful interference is caused to stations operating in accordance with existiing frequency-service allocations and in no event shall operation on assigned frequencies be continued after July 1. Authority contained herein shall be without force and effect after July 1 unless modified to conform with frequency assignment provisions of Sec. 4.402.

KAST Astoria, Ore.—Granted license change frequency, etc. 1370 kc 1 kw DA. unl.

WEBK Tampa, Fla.—Granted license new standard station 1590 kc 1 kw D.

KWKW Pasadena, Calif.—Granted CP install new trans.

WFTC Kinston, N. C.—Granted CP install new trans.

WJEH Gallipolis, Ohio—Granted mod. CP for approval of ant., trans. and studio locations.

Following were granted mod. CPs for extension of completion dates as shown: WNAM Neenah, Wis. to 7-15-50; WSLN Fort Lauderdale, Fla. to 9-23-50; WCBM Baltimore to 9-1-50; WSGW Saginaw, Mich. to 7-15-50; WAVU-FM Albertville, Ala. to 7-1-50.

ACTIONS ON MOTIONS

(By Comr. Paul A. Walker)

FCC General Counsel—Granted extension to June 12 to file exceptions to initial decision issued in proceeding upon application of Falls County Public Service, Marlin, Tex.

Chronicle Pub. Co., Marion, Ind.—Granted extension to June 19 to file exceptions to initial decision.

(By Examiner Leo Resnick)

KCBD Lubbock, Tex.—Granted request Commission accept late its written appearance in proceeding re West Texas Bcstrs. Inc., Plainview, Tex., scheduled June 21.

(By Examiner Elizabeth C. Smith)

Santa Rosa Bcstg. Co., Santa Rosa, Calif.—Ordered further hearing be set Aug. 3.

KSET Sunland Bcstg. Co. (assignor), Rio Grande Bcstg. Co. (assignee), El Paso, Tex.—Granted continuance of hearing re assignment of license from May 17 to July 14 in El Paso, Tex.

(By Examiner Jack P. Blume)

KXLA Pasadena, Calif.—Granted continuance of hearing from June 1 to August 1.

Brazoria County Bcstg. Co., Freeport, Tex.—Granted continuance of hearing in proceeding re its application from May 11 to July 17.

WWJ Detroit—Granted in part petition to take depositions of 25 witnesses in proceeding re applications of WKNX Saginaw, Mich. and WKMH Jackson, Mich.; petitioner authorized to take depositions of 17 witnesses in Jackson, beginning May 24 and continuing from day-to-day thereafter until concluded.

WJMR New Orleans—Granted petition (1) for leave to amend its application to show resignation of two officers and directors and transfer of four shares to remaining stockholders; and (2) that record in proceeding re its application and that of Royal Bcstg. Corp., New Orleans, and Gretna and Lower Coast Radio and Bcstg. Co. Inc., Gretna, La. be reopened for limited purpose of substituting new exhibit to reflect changes: record then closed.

(By Comr. Paul A. Walker)

KXOK St. Louis, Mo.—Granted petition for dismissal without prejudice of its application for CP; dismissed as moot petition to remove from hearing docket and grant without hearing.

May 16 Applications . . .

ACCEPTED FOR FILING

License for CP

KDMS El Dorado, Ark.—License to cover CP new AM station.

KGLN Glenwood Springs, Col.—Same.

KVAS Astoria, Ore.—Same.

WNCA Aiken, S. C.—Same.

WOAI San Antonio—License to cover CP use WOAI-TV tower and ant. for presently licensed 5 kw aux. trans.

Modification of CP

KLIC Monroe, La.—Mod. CP new AM station for extension of completion date.

WDSM Superior, Wis.—Mod. CP change frequency etc. for extension of completion date.

WKYB Paducah, Ky.—Same.

WHEN (TV) Syracuse, N. Y.—Mod. CP new commercial TV station for extension of completion date.

KGVO Missoula, Mont.—Mod. CP increase power etc. for extension of completion date.

KFUO-FM Clayton, Mo.—Mod. CP new FM station to change ERP and ant. height.

FM Changes

WKYC (FM) Paducah, Ky. — CP change ERP and ant. height.

TENDERED FOR FILING

AM—590 kc

WGGA Gainesville, Ga.—CP change from 1240 kc 250 w unl. to 590 kc 1 kw-N, 5 kw-D unl. DA-DN (Contingent on WAGA change in facilities).

like TREES?

Come Nov.-Dec., Montana's Christmas tree harvest alone will top $1 million. Overall, a half-billion feet of lumber are cut annually in Montana. Diversified industry keeps buying high and steady. It's a big reason why big-hearted Montanians led the nation five times in five consecutive bond drives. KGVO-CBS covers the county with the largest per capita buying power. It's KGVO and CBS for sales in Montana.

The Art Mosby Stations

CBS KGVO • KANA

5 KW DAY—1 KW NITE
MISSOULA

ANACONDA BUTTE
250 KW

Know montana ★

★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO MAY 18

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,135	2,104	190		298	279
FM Stations	704	494	265	3*	20	13
TV Stations	104	39	70		352	182

* Two on the air.

* * *

Docket Actions . . .

FINAL DECISIONS

Leader Pub. Co., Guthrie, Okla.—Granted application for new station on 1490 kc, 250 w fulltime, and denied application of Enid Bcstg. Co. for same facilities at Enid, Okla. Decision May 15.

Lawrence Bcstg. Co., Lawrence, Kan.—Granted application of Loula Mae Harrison, executrix of estate of L. C. Harrison, trading as Lawrence Bcstg. Co., for new station on 1320 kc, 500 w, day only. Decision May 16.

KOOS Coos Bay, Ore., and KIDO Boise, Ida. — Granted application of KOOS to move from 1230 kc with 250 w to 630 kc with 1 kw, and of KIDO to change from 1380 kc with 2.5 kw day and 1 kw night to 630 kc with 5 kw fulltime. Decision May 16.

Western Union Baseball Charges.—Held discriminatory and unreasonable Western Union's additional charge of $2 per game for each station (other than subscriber) in networks using WU baseball play-by-play reports; order WU to amend tariffs to eliminate discrimination. Story page xx. Decision May 15.

LaGrange Bcstg Co., LaGrange, Ill.—Granted application for new station on 1300 kc, 500 w, day only. Decision May 12.

Don Lee Bcstg. System—Made final FCC's proposed decision to grant renewal of licenses of KGB San Diego, KDB Santa Barbara, KFRC San Francisco, and KHJ-AM-FM Los Angeles. Don Lee's San Francisco TV application was severed and placed in pending file. San Francisco FM application and KGB bid for increase from 1 to 5 kw on 1360 also severed, with latter set for further hearing on technical issues and KVRS Rock Springs, Wyo., and KMOD Modesto, Calif. named parties to proceeding. Story Broadcasting, May 15. Decision May 12.

INITIAL DECISIONS

Piedmont Bcstg. Co., Greenville, S. C.—Initial decision by Examiner J. D. Bond to grant application of Charles B. Britt and associates for new station on 1490 kc with 250 w fulltime and to deny application of William M. Drace for same facilities at Greer, S. C. Initial decision May 12.

(Continued on page 80)

APPLICATION RETURNED

WFOB (FM) Fostoria, Ohio—CP change frequency and ERP RETURNED for proper signature.

May 17 Decisions . . .

ACTION ON MOTIONS

By Examiner J. D. Cunningham

KCNA Tucson, Ariz.—Granted leave to amend application so as to specify 500 w N with different ant. system in lieu of 1 kw N DA and for removal thereof, as amended, from hearing docket.

WHIT New Bern, N. C. and WELS Kinston, N. C.—On Commission's own motion hearing now scheduled for July 26 is continued to Sept. 26 in Washington, D. C.

WSIV Pekin, Ill.—On Commission's own motion hearing presently scheduled for June 12 is continued to Sept. 6 in Washington, D. C.

Reub Williams and Sons, Inc., Warsaw, Ind.—Granted continued hearing re application from May 24 to July 24 in Washington, D. C.

KROY Sacramento, Calif.; KYA San Francisco, Calif.; KVSM San Mateo, Calif.—On Commission's own motion hearing presently scheduled for June 1 continued to Aug. 1, 1950, in Washington, D. C.

May 17 Applications . . .

ACCEPTED FOR FILLING

AM—1240 kc

WCEM Cambridge, Md.—Mod. license AM station to change from 1240 kc 100 w unl. to 100 w-D 250 w-N.

AM—1230 kc

KNCM Moberly, Mo.—Mod. CP AM station to change from 1220 kc 250 w D to 1230 kc 250 w unl.

AM—1230 kc

WSKY Asheville, N. C.—CP AM station to change from 1490 kc to 1230 kc.

AM—1410 kc

KNAL Victoria, Tex.—CP AM station to change hours of operation from D to unl. on 1410 kc.

AM—1290 kc

WGYA Logan, W. Va.—CP AM station to change from 1290 kc 5 kw-D 1 kw-N to 5 kw unl.

Modification of CP

WEIR Weirton, W. Va.—Mod. CP new AM station for extension of completion date.

KRON-TV Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

AM—1420 kc

KLFY Lafayette, La.—CP AM station to change from 1390 kc, 500 w unl. to 1420 kc 1 kw-D 500 w-N DA-N.

AM—960 kc

WABG Greenwood, Miss. — CP AM station to change from 960 kc 1 kw D to 1 kw-D 500 w-N DA-N.

AM—1600

WHLL Wheeling, W. Va.—CP AM station to change from 1600 kc 1 kw D DA to 1600 kc 5 kw D.

May 18 Decisions . . .

BY A BOARD

Renewal Granted

Following were granted renewal of licenses for period ending Feb. 1, 1953: KIJV Huron, S. D.; WTAN Clearwater, Fla.; KSUB Cedar City, Utah; WWPG Palm Beach, Fla.; WAML Laurel, Miss.; WENT Gloversville, N. Y.; KJAM Vernal, Utah.

KMYC-FM Marysville, Calif.—Granted renewal FM license for period ending March 1, 1951.

WVJS-FM Owensboro, Ky.—Granted renewal FM license for period ending March 1, 1953.

WGBA-FM Columbus, Ga.—Same.

Granted Mod. CP

WLIN Merrill, Wis.—Granted mod. of CP to utilize DA-N only, subject to condition applicant satisfies legitimate complaints of blanket interference occurring within 250 MV/M contour, and other eng. cond.

Granted Mod. License

KAST Astoria, Ore.—Granted mod. license to change from same DA day and night to nondirectional daytime, DA-N, provided applicant satisfies legitimate complaints of blanket interference occurring within the 250 mv/m contour.

Hearing Designated

Glacus G. Merrill, Ironton, Ohio.—Designated application new station on 1230 kc 250 w unl. in consolidated hearing with mutually exclusive applications of Coston-Tompkins Broadcasting Co., and David W. Jeffries; scheduled hearing at Washington on Oct. 11.

The Ashley County Broadcasting Co., Crossett, Ark.—Designated application new station on 1240 kc 250 w unl. in consolidated hearing with mutually exclusive application of Parish Bcstg. Corp. for new station at Minden, La. scheduled hearing at Washington on Oct. 12; made KVRC Arkadelphia, Ark., KWAK Stuttgart, Ark., and KLIC Monroe, La., parties to proceeding with respect to Ashley application.

KDDD Dumas Tex. and New Tex Bcstg., Clovis, N. M.—Designated for consolidated hearing in Washington Oct. 15, application of KDDD to change from 800 kc 250 w day only, to 1240 kc 250 w unl. time, and New-Tex application for new station on 1240 kc, 100 w; made KIUL Garden City, Kans., and KASA Elk City, Okla., parties to the proceeding.

Hearing Designated

KYUM Yuma, Ariz.—Designated for hearing application for mod. CP to specify presently licensed trans. site. Hearing to be held in Washington on Oct. 16.

Motion Granted

WBBZ Ponca City, Okla.—By order waived Sec. 1.389 and granted, in part motion of WBBZ to enlarge issues in re application of Pratt Bcstg. Co., for new station at Pratt, Kan. 1230 kc 250 w unl.; Commission, on own motion amended order of hearing to include issues as to technical and financial qualifications and as to program proposals.

Extension Granted

KOB Albuquerque, N. M.—Granted extension of SSA on 770 kc 25 kw-N, 50 kw-LS, for period June 1 and ending Sept. 1 subject to final decision of hearing on application for regular license of KOB on 770 kc.

Hearing Designated

WCAW and WGKV Charleston, W. Va.; WFLB Fayetteville, N. C.—Designated for consolidated hearing at Washington Oct. 17, application of WCAW to change facilities from 1400 kc to 1300 kc, 250 w to 1 kw, install new tran. and DA-DN, and change trans. location; WGKV application to change from 1490 kc to 1300 kc, increase power from 250 w to 1 kw, and install DA-DN; and WFLB application to change from 1490 kc to 1300 kc, power from 250 w to 1 kw, install new trans. and install DA; made WGYA Logan, W. Va., party to proceeding with respect to WCAW and WGKV, and WOOD Grand Rapids, Mich., and WERE Cleveland, Ohio, parties with respect to WGKV.

WBSC Bennettsville, S. C.; WSPC Anniston, Ala.—By order on petition of WBSC designated for consolidated hearing applications of WBSC to change facilities from 1400 kc 250 w to 1550 kc 5 kw N, 10 kw LS, DA-N, and application of WSPC to change facilities from 1390 kc 1 kw, DA-DN, to 1550 kc 10 kw, DA-N, change directional pattern, type trans., ground system and trans. location; hearing to be held on Oct. 18 in Washington.

Johnston Bcstg. Co., and WTNB Birmingham, Ala.—Designated for consolidated hearing in Washington June 22 application of Johnston Bcstg. Co., and WTNB, both requesting CP's on 850 kc 1 kw-N, 5 kw-LS, DA-N.

License for CP

WBIR-FM Knoxville, Tenn.—Granted license for CP new FM station, Ch. 227 (93.3 mc), ERP 2.85 kw, ant. 350 ft.

May 18 Applications . . .

ACCEPTED FOR FILING

AM—590 kc

WGGA Gainesville, Ga.—CP AM station to change from 1240 kc 250 w unl. to 590 kc 5 kw-D 1 kw-N DA-2.

License for CP

WWHG-FM Hornell, N. Y.—License for CP new FM station.

Modification of CP

WMAZ-FM Macon, Ga.—Mod. CP new FM station for extension of completion date.

TENDERED FOR FILING

Special Authority

KLIF Oak Cliff, Tex.—Authority to transmit Liberty Bcstg. System programs through KLIF to XEAC Tijuana, Mex.

AM—1190 kc

KLIF Oak Cliff, Tex.—CP AM station to change daytime power from 1 kw to 5 kw.

AM—1280 kc

WONW Defiance, Ohio—CP AM station to change from 1280 kc 500 w D to 500 w unl. DA-N.

APPLICATION RETURNED

Sparta, Wis.—Victor Tedesco RETURNED May 12 application for new AM station on 990 kc 250 w D.

FRIENDS

"To make a friend, you must be one."
Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice *of* Kansas *in* TOPEKA

Mr. William Dekker
McCann-Erickson, Inc.
New York City, N. Y.
Dear Billy:

Some feller come inter WCHS t'other day ter ask whut sumpthin' wuz he'd heerd th' 'nouncer talkin' about. He found out, an' when he wuz aleavin' he sed: "I allus lissens ter WCHS 'cause I knows thet whut they tells is th' truth. In fack, I been alissenin' ter WCHS ever since I come ter town."

Now, Billy, you'd be surprised jest how many folks in WCHS terrytory in West Virginny, Ohio, and Kaintucky does make lissenin' ter this station a regular order uv bizness. Not only is this true in th' home town uv Charleston, but outen what some folks calls th' back country WCHS is th' oney station lots uv 'em lissens ter fer news, entertainment, and fer ter make up their minds as ter what they wants ter buy. Yessir, Billy, you kin do right handsome by yerself an' yer clients effen yuh places yer ads where they'll do th' most good, and down here WCHS' 5000 watts day and night on 580 really does th' job uv sellin' in a big way!

Yrs.
Algy

WCHS
Charleston, W. Va.

FCC Roundup

(Continued form page 79)

OPINIONS AND ORDERS

Radio Reading, Reading, Pa.—Denied petition to review examiner's order which ruled that application of John J. Keel Radio Reading for new station be referred to Broadcast License Branch for new file number; affirmed examiner's ruling. Order May 12.

WKAP Allentown and WSCR Scranton, Pa.—Denied FCC General Counsel's petition for review of examiner's order which in part granted joint petition of WKAP and WSCR for reopening of record in hearing on their applications for 1320 kc; affirmed examiner's ruling. Order May 12.

KPMO Pomona, Calif.—Extended to May 8 time for filing exceptions to examiner's initial decision to deny KPMO license renewal application and to dismiss application for assignment of KPMO license from Myron E. Kluge and Dean H. Wickstrom d/b as Valley Bcstg. Co. to Mr. Wickstrom and Warner H. J. Sorenson d/b as Valley Bcstg. Co. Order May 12.

WKUL Cullman, Ala. — By memorandum opinion and order denied petition for interim relief, requesting FCC to maintain status quo in proceeding upon application of Voice of Cullman for a new AM station there, pending determination on its appeal of grant to Voice of Cullman now pending in U. S. Court of Appeals for D. C. WKUL claims Cullman cannot support both stations and hence grant of second outlet should be set aside. FCC contended Supreme Court has ruled a station is not entitled to protection from loss due to competition and FCC cannot consider such loss in its actions. Order May 15.

KTTS and KICK Springfield, Mo. — By order denied petitions of KTTS requesting FCC to reconsider grant of license to KICK, set aside said grant and designate it for hearing and withhold action on KICK license renewal bid. On own motion FCC designated KICK renewal for hearing at Springfield Aug. 1 and made KTTS party. KICK license extended on temporary basis to Sept. 1. See story this issue. Order May 15.

Non-Docket Actions . . .

AM GRANTS

Monett, Mo.—Lloyd C. McKenney and John J. Daly d/b as Carthage Bcstg. Co., granted new AM station, 990 kc, 250 w day. Estimated construction cost $21,158.74. Applicant is licensee KDMO Carthage, Mo. Granted May 18.

Waycross, Ga.—Southeastern Bcstg. System granted AM station, 980 kc, 1 kw day. Estimated construction cost $22,397. James S. Rivers, sole owner is licensee WMJM Cordele, Ga. Granted May 18.

Scottsboro, Ala.—Pat M. Courington d/b as Sand Mountain Bcstg. Co., granted 1050 kc, 250 w day. Estimated construction cost $17,600. Mr. Courington is president and general manager and 51% owner WAVU Albertville, Ala. Granted May 15.

Crescent City, Calif. — Del Norte Bcstg. Co., granted 1400 kc, 250 w fulltime. Estimated construction cost $21,700. Principals in company include: John J. Perry, general partner El Camino Veterinary Hospital, 70% and Robert E. Grey, owner of The Sound Workshop (bankrupt), 30%. Granted May 15.

DeRidder, La.—Sabine Bcstg. Co., granted 1010 kc, 1 kw day. Estimated construction cost $17,640. Principals in Sabine include John B. McCrary, professional musician, manager 25% interest WCNU Crestview, Fla., 50% interest WATM Atmore, Ala.; Cyril W. Reddoch, manager, chief engineer and 50% owner WCNU. Granted May 15.

Albany, Minn.—Stearns County Bcstg. Co. Inc., granted 1150 kc, 500 w day. Estimated construction cost $23,270. Principals include: W. H. Blattner, partner in D. H. Blattner & Sons, contractors, and president Blattner Co. Inc., implements and hardware, president 16⅔%; Andrew J. Glatzmaier, bookkeeper for D. H. Blattner, vice president 16⅔%; Louis H. Gretsch, manager Gretsch garage, vice president 16⅔%; Urban J. Keppers, owner Urb's bar and retail liquor, secretary treasurer 16⅔%. Granted May 15.

Owatonna, Minn.—Owatonna Bcstg. Co., granted 1390 kc, 500 w day. Estimated construction cost $23,874. Company is comprised of William F. Johns Sr., who has 15% interest in WOSH Oshkosh, Wis., treasurer 40%; William F. Johns Jr., 22½% owner WSHB Stillwater, president 30%; Victor J. Tedesco, 22½% WSHB, secretary 10½%; Albert S. Tedesco, 20% WSHB and program manager, vice president 10%; Antonio Tedesco, shoe repairman, 10%; Nicholas Tedesco, 25% owner WSHB and parttime sales advisor, 10%. Granted May 15.

North Platte, Neb.—John Townsend granted 1280 kc, 1 kw day. Estimated construction cost $21,725.36. Mr. Townsend, sole owner, is engaged in manufacture of electronics equipment. Granted May 15.

Little Falls, Minn. — Capital City Bcstg. Co. Inc., granted 960 kc, 500 w day. Estimated construction cost $22,093.54. Principals include: Thornton G. Simpson, owner finance company and real estate businesses, president 33⅓%; George L. Heleniak, St. Paul manager WTCN Minneapolis, vice president 33⅓%; William F. Johns Jr., general manager and 22½% owner WSHB Stillwater, Minn., 15% interest WKLK Cloquet, Minn. and 30% owner Owatonna, Bcstg., Owatonna, Minn. Granted May 15.

Sayre, Pa. — Thompson K. Cassell, granted 1470 kc, 1 kw day. Estimated construction cost $20,738.72. Mr. Cassell is 99% owner and station manager WDAD Indiana, Pa., 24% interest WLEA Hornell, N. Y. and 25.8% owner of stock in WCHA-AM-FM Chambersburg, Pa. Granted May 15.

KCSU Provo, Utah—Granted switch in facilities from 1490 kc to 1400 kc, 250 w unlimited. Granted May 15.

KGEK Sterling, Col.—Granted increase in power from 100 w to 250 w day on 1230 kc. Granted May 15.

WKLK Cloquet, Minn. — Granted switch in facilities from 1450 kc to 1230 kc, 250 w unlimited. Granted May 15.

WWNR Beckley, W. Va.—Granted change from 1450 kc, 250 w unlimited to 620 kc, 1 kw day, 500 w night, DA-N. Granted May 15.

WLET Toccoa, Ga.—Granted switch from 1450 kc, 250 w unlimited to 1420 kc, 1 kw day. Granted May 15.

WANS Anderson, S. C.—Granted increase in hours from day to unlimited using DA-N. Granted May 15.

KFRB Fairbanks, Alaska — Granted increase in power from 1 kw unlimited to 5 kw unlimited on 1290 kc. Granted May 18.

SELLING RADIO

Shugert Sees Challenge

AN ADVERTISING executive of a large spot radio user will discuss how radio can revitalize its sales job to maintain growth as television expands, at the Ohio Assn. of Broadcasters two-day meeting this week at Neil House, Columbus, Ohio.

Charles W. Shugert, assistant manager, sales-promotion advertising department, Shell Oil Co., will speak on: "Enjoy Yourself—It's Later Than You Think."

Other speakers slated for the Wednesday and Thursday meeting include Louis Caldwell, of Kirkland, Fleming, Green, Martin and Ellis, Washington, D. C., on FCC regulations, political and controversial issues; Paul Peter, of Frazier & Peter, Washington, D. C., on "Out of Control Expenses"; a panel made up of John McCormick, WNBK (TV) Cleveland manager; John Murphy, WLWT (TV) Cincinnati; E. Y. Flanigan, WSPD-TV Toledo; Robert F. Jones, FCC Commissioner, and Don Thompson, Fifth Federal Reserve District, Cleveland, on "Business Forecast."

"National Spot Radio" is the subject of a talk to be delivered by Lewis H. Avery, Avery-Knodel Inc., New York.

WSVA Harrisonburg, Va. — Granted increase in power from 1 kw day to 1 kw fulltime on 550 kc, DA-N. Granted May 15.

WENE Endicott, N. Y. — Granted switch in facilities from 1450 kc 250 w unlimited to 1430 kc 5 kw unlimited DA-N. Granted May 15.

FM GRANTS

St. Petersburg, Fla.—Charles A. Lenz, granted Class B FM station, Ch. 250 (97.9 mc), ERP 16.5 kw, ant. 200 ft. Estimated construction cost $1,000. Mr. Lenz, individual applicant, is owner Lantern Lane apartments, treasurer and stockholder in Sherman Hotel, as well as auto phone service and insurance agency and other business interests. He also is applicant for TV station at St. Petersburg. Granted May 15.

Goldsboro, N. C.—Southern Radio and Television Corp., granted Class A FM station, Ch. 288 (105.5 mc), ERP 410 w, ant. 130 ft. Estimated construction cost $5,000. Principals include: Hayden Stuart, president Bell-Stuart Furniture Co. Inc. and 50% owner, president 25%; B. H. Bell, 50% owner Bell-Stuart Furniture, vice president 25%; K. T. Marshall, car dealer, treasurer 25%; Coleman Scott, general manager WGBR Goldsboro and its FM affiliate WEQR. Granted May 15.

KROC-FM Rochester, Minn.—Granted switch from Class B to Class A station with CP for Ch. 232 (94.3 mc), ERP 225 w, antenna 40 ft. Amended revised tentative FM allocation plan for Class B stations, deleting Ch. 234 and adding Ch. 264. Granted May 15.

OPERATIONS SUSPENDED

WMFM North Adams, Mass. — Extended for 90 days authority for FM station to remain silent in view of repairs and business negotiations resulting from lightning damage. Decision May 18.

WTFM Tiffin, Ohio—Granted 30 day extension for FM station to remain silent in order to effect reorganization. Decision May 18.

TRANSFER GRANTS

WNNT Warsaw, Va.—Granted assignment of license from Grayson Headley t/r as Northern Neck and Tidewater Bcstg. Co. to Grayson Headley and Charles E. Stuart, new firm of same name. Mr. Stuart is a lawyer, president of Stratford Packing Co. and farmer in Montross, Va. Consideration is $8,000. WNNT is assigned 690 kc, 250 w D. Granted May 15.

WMID Atlantic City, N. J.—Granted transfer of control of Mid-Atlantic Bcstg. Co., licensee, from Earl M. Johnson and Charles H. Singer to Richard E. Endicott for consideration of $50,000. Mr. Endicott has hotel interests in Atlantic City. WMID is assigned 1340 kc, 250 w unlimited. Granted May 15.

WVNJ Newark, N. J.—Granted transfer of control of Newark Bcstg. Corp., licensee, through multiple small stock transfers and new issues over period of time, from six original owners to present 18 stockholders, including certain original owners or members of their families. WVNJ operates with 5 kw on 620 kc. Granted May 15.

KHIT Lampasas, Tex.—Granted assignment of license from Sylvester Lewis and Robert Easton d/b as Lampasas Bcstg. Co. to new partnership of same name and composed of W. R. Pierre, T. A. Newman and M. A. Frankel. Mr. Newman owns construction and contracting, and rice drying businesses, as well as investments in truck and contracting equipment. Mr. Frankel is sports director KTLW Texas City and WTAW College Station and Mr. Pierre is station manager WTAW and program director at KTLW. Consideration is $35,000. KHIT is assigned 1450 kc, 250 w unlimited. Granted May 15.

KNOW Austin, Tex.—Granted transfer of control of Pioneer Bcstg. Co., licensee, from C. C. Woodson by sale of his 50% stock to Wendell and Dorothy Mayes for consideration of $40,451 plus. The Mayes prior to transfer were 50% stockholders. KNOW is assigned 1490 kc, 250 w unlimited. Granted May 15.

WSB-AM-FM-TV and WCON-FM-TV Atlanta, Ga.—Granted assignment of WSB properties from Atlanta Journal Co. and WCON-FM-TV from Atlanta Constitution Pub. Co. to Atlanta Newspapers Inc., new firm consolidating ownership of two papers. For details see story page 30. Granted May 15.

WKAM Warsaw, Ind.—Granted transfer of control in Kosciusko Bcstg. Corp., licensee, from J. R. Boise, Wallace T. Miller, B. J. Anderson and Virgil McCleary by sale of 51.3% of stock to Joseph W. Authenrieth Sr., for $11,850. Josiah Authenrieth Jr., one of original stockholders, retains 48.7%. WKAM operates with 250 w day on 1220 kc. Granted May 18.

WHAP Hopewell, Va.—Granted acquisition of control in Hopewell Bcstg. Co. Inc., licensee, by Hugh M. Overturf, Charles M. Mark, R. E. Anthony Jr., and John P. Mercer Jr., through purchase of 50 sh. of stock of A. H. Campbell, 55 sh. G. W. Thomason and 20 of 55 sh. owned by E. L. Burwell for a total consideration of $12,500. All purchasers are actively employed at WHAP. WHAP is assigned 250 w fulltime on 1340 kc. Granted May 18.

KFIO Spokane, Wash. — Granted transfer of control in Spokane Bcstg. Co., licensee, from Arthur L. Smith to Louis Wasmer for consideration of $30,000. Mr. Smith retires because of ill health. Mr. Wasmer previously owned KGA Spokane which he sold to Gonzaga U. He has a 43% interest in KOL Seattle and 22% in KXLL Missoula, Mont. KFIO operates with 250 w unlimited on 1230 kc. Granted May 18.

WLIZ Bridgeport, Conn. — Granted transfer of control in Bridgeport Bcstg. Co., licensee, from G. Gresham Griggs, Manning Slater and Philip Merryman to Mr. Griggs and Mr. Merryman as voting trustees; no monetary consider-

WASHINGTON
OREGON
KGW
NBC
AFFILIATE
THE ONLY STATION
THAT ACTUALLY DELIVERS
COMPREHENSIVE
COVERAGE
In the Nation's
Fastest Growing
Market
PORTLAND
OREGON
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA
A prize radio combination in the rich industrial market of Central Pennsylvania.
Represented by
ROBERT MEEKER ASSOCIATES

ation. WLIZ is assigned 1 kw day on 1390 kc. Granted May 18.

WSM-AM-FM-TV Nashville, Tenn.—Granted relinquishment of control in WSM Inc., licensee and permittee of WSM-TV, from National Trustees to 80 beneficiaries under trust agreement. No monetary consideration. WSM is assigned 50 kw on 650 kc; WSM-FM operates on Ch. 277 (103.3 mc); WSM-TV is assigned Ch. 4 (66-72 mc). Granted May 18.

KGST Fresno, Calif.—Granted assignment of license from John L. Baker, Peter K. Onnigan, George F. Baker, Harry Hartunian and Jim Schiffer d/b as Baker Bcstg. Co., to Sidney A. Mandel, Morris Mindel and Milton Gerloff d/b as Delle Bcstg. Co. for consideration of $55,000. Three men in new partnership were previously employed at WSBC Chicago. KGST is assigned 1600 kc, 1 kw day. Granted May 15.

KSTB Breckenridge, Tex.—Granted acquisition of control by Robert W. Chapman through sale of 50% stock from A. J. and M. L. Trammell through note transaction. Mr. Chapman assumes notes for $18,702 and $21,750. Prior to transfer held 40% interest in station. KSTB is assigned 1 kw day on 1430 kc. Granted May 15.

KSAM Huntsville, Tex.—Granted assignment of license from J. G. Long, licensee, to Harvard C. Bailes and Morris B. Cauthen d/b as Huntsville Bcstg. Co. for a consideration of $40,000. Mr. Bailes is manager of KSAM and Mr. Cauthen is lumber and lumber products salesman. Mr. Long wishes to liquidate some of his assets. KSAM is assigned 250 w fulltime on 1490 kc. Granted May 18.

WSAN-AM-FM Allentown, Pa. — Granted transfer of control from John C. Shumberger Sr., Fred W. Weiler, estate of Royal W. Weiler, David A. Miller, Samuel W. Miller, Donald P. Miller, Miller Assoc., Cole-Chronicle Newspapers Inc., and B. Bryan Musselman, a corporation d/b as Lehigh Valley Bcstg. Co., to a partnership of B. Bryan Musselman, Olivia P. Musselman and Reuel H. Musselman, company of same name, for a consideration of $214,564.64. B. Bryan Musselman, vice president and general manager, will own 60% of stock; Olivia P., office manager of WSAN, 20% and Reuel H., chief engineer, 20%. WSAN is assigned 5 kw fulltime on 1470 kc. WSAN-FM is assigned Ch. 260 (99.9 mc). Granted May 18.

WKIX Columbia, S. C. — Granted transfer of control in Inter-City Adv. Co. of Columbia, S. C. Inc., licensee, from George W. Dowdy, B. T. Whitmire, J. Horton Doughton and Harold R. Thoms to Maresco Corp., for a consideration of $100,000. Principals in Maresco Corp. include: Charles W. Martin, sales manager WIS Columbia, president and treasurer 25%; John Cain Cosby, adjunct professor of electrical engineering, vice president 25%; Edwin G. Seibels II, director of news and special events WIS, secretary 25%. There are seven minor stockholders. WKIX is assigned 1 kw day, 500 w night on 1320 kc. Granted May 15.

WHLL Wheeling, W. Va.—Granted assignment of license from Erlin L. Freeman, Kenneth H. Forney and Glen A. Forney d/b as Wheeling Bcstg. Co., licensee, to corporation composed of same partners and same name. Corporation formed in accordance with partnership agreement. WHLL is assigned 1 kw day on 1600 kc, directional. Granted May 15.

WQUA Moline, Ill.—Granted transfer of control in Moline Bcstg. Co., licensee, from Bruff W. Olin Jr., through transfer of his 85% stock holdings to Dalton LeMasurier d/b as Quad City Bcstg. Corp. for a consideration of $130,000. Mr. LeMasurier is president and 100% stockholder in Quad-City Bcstg. His other radio interests include 74% ownership KDAL Duluth, Minn., and an interest in WIRL Peoria, Ill. He is also president and 75% owner of Red Wagon Equipment Corp. WQUA is assigned 250 w unlimited on 1230 kc. Granted May 15.

WVVW Fairmont, W. Va.—Granted acquisition of control of Fairmount Bcstg. Co., licensee, by J. Patrick Beacom from George J. Feinberg, Clarence E. Smith and Robert L. McCoy for consideration of $28,238. Prior to transfer Mr. Beacom held 232.37½ sh. of 550 sh. stock outstanding. WVVW is assigned 250 w fulltime on 1490 kc. Granted May 15.

WPUV Pulaski, Va.—Granted transfer of control in Southwest Bcstg. Co., licensee, from Allan S. Aden and W. F. White by sale of 50% stock to Howard Imboden and Mrs. Eleanor Imboden for $40,000. The Imbodens prior to transfer were 50% stockholders. WPUV is assigned 250 w fulltime on 1230 kc. Granted May 15.

KOSE Osceola, Ark.—Granted assignment of license from H. F. Ohlendorf, licensee, to Osceola Bcstg. Corp., for consideration of $45,000. Principals in new corporation include Mr. Ohlendorf who retains 51% interest and is president; J. C. Buchanan, 50% owner Buchanan Chevrolet, vice president 11% plus; Dr. George Cone, dentist, 6½%; J. T. Cromer, ⅓% interest Cromer Milling Co., 5½%; H. A. Segraves, farm manager, 5½%; Richard Cromer, farm manager 5½%; Sam M. Hodges, publisher Osceola Times, weekly newspaper, 5½%; G. B. Segraves, attorney, ½%; E. H. Burns, farm manager, 2% and Julia M. Morrison, secretary, 2/5%. KOSE is assigned 1 kw unlimited on 860 kc. Granted May 15.

WLEC Sandusky, Ohio — Granted transfer of control in Lake Erie Bcstg. Co., licensee, from L. A. Pixley individually and as agent for certain other principals in corporation to Albert T. Heiser and 14 others for consideration of $83,520. Mr. Heiser will hold 80 out of 175 sh. WLEC is assigned 250 w fulltime on 1340 kc. Granted May 15.

KVKM Monahans, Tex. — Granted transfer of control in Monahans Bcstrs. Inc., licensee, from Jack W. Hawkins, Barney H. Hubbs and Harry W. Boehnemann to Charles W. Stuckey for a consideration of $25,000. Mr. Stuckey is presently 40% owner of KVKM and transfer gives him additional 60%. KVKM is assigned 250 w fulltime on 1340 kc. Granted May 15.

Deletions . . .

ONE AM and four FM authorizations reported deleted last week by FCC. Total since Jan. 1: AM 18; FM 54; TV 2.

KFLW-FM Klamath Falls, Ore. — Herald Pub. Co. CP May 11. Applicant did not feel station could adequately serve public.

KHWO Brownwood, Tex. — Howard Payne College. CP March 15. Forfeiture.

* KSCS Los Angeles—L. A. County Supt. of Schools. CP April 21. Forfeiture.

* WFSI Lakeland, Fla.—Florida Southern College. CP April 30. Forfeiture.

KBIG Des Moines, Ia.—Radio Station Des Moines Inc. CP May 12.

* Noncommercial education stations.

New Applications . . .

AM APPLICATIONS

Richmond, Va. — United Bcstg. Co. Inc., 740 kc, 1 kw day. Estimated construction cost $23,405. Applicant is licensee WOOK-AM-FM Silver Spring, Md. and WSID Essex, Md. Filed May 18.

Lawton, Okla. — Lawton-Fort Sill Bcstg. Co., 1250 kc, 1 kw day, 500 w night DA-N. Estimated construction cost $29,378.15. Principals include: Byrne Ross, owner KLPR Oklahoma City, Lila G. Ross, director of programs for children, KLPR; Robert R. Harrison, lieutenant U.S.A. and Dorothy V. Harrison, housewife. Filed May 17.

Rexburg, Ida.—Snake River Radio & Television Co., 1230 kc, 250 w unlimited. Estimated construction cost $47,500. Principals include; Seth Wood, farmer, director 5%; M. F. Rigby, physician, president 10%; E. L. Soule, physician, vice president 10%; Russell Flamm, partner in furniture store and undertaking business, director 5%; E. C. Flamm, partner furniture store and undertaking business, secretary-treasurer 5%; T. R. Webster, farmer, director 5%; Howard R. Chapman, instructor radio dept. U.S.A.C. Logan, Utah, general manager 2%; T. R. Payne, partner and manager Rexburg Coal & Feed Co., 2%; O. D. Hoffman, physician, 3%. Filed May 16.

Fircrest, Wash.—William M. Bunker, 1450 kc, 100 w unlimited. Estimated construction cost $5,850. Mr. Bunker is employed by Geophysical Dept. Continental Oil Co. He previously was engineer at WNAD Norman, Okla. and KWCO Chickasha, Okla. Filed May 15.

TV APPLICATIONS

Lancaster, Pa.—Peoples Bcstg. Co., Ch. 9 (186-192 mc), ERP 948 w vis., 474 w aur., ant. 443 ft. Estimated construction cost $106,272; estimated first year revenue $100,000. Applicant is licensee WLAN AM outlet in Lancaster. Filed May 17.

Sioux Falls, S. D. — Midcontinent Bcstg. Co., Ch. 11 (198-204 mc), ERP 23.8 kw vis., 11.9 kw aur., ant. 503 ft. Estimated construction cost $173,800. Midcontinent Bcstg. is licensee KELO AM outlet in Sioux Falls. Sam Fantle Jr., is president and 99.49% stockholder. Station plans at inception to use film almost entirely for programming. Filed May 18.

CRIME PROBE

Halley Named Counsel

APPOINTMENT of Rudolph Halley, member of the New York-Washington law firm of Fulton, Walter and Halley, as chief counsel for Sen. Kefauver's Special Crime Investigating Committee was announced on Capitol Hill last week as the group met in executive sessions to chart its course. Proposed probe eventually will touch on use of radio and other interstate communications facilities for transmission of gambling data.

Mr. Halley was assistant chief counsel and later chief counsel of the old Senate War Investigating Committee in 1942 under Harry Truman, then U. S. Senator. He worked with Hugh Fulton, earlier chief attorney of the group and now chief trial counsel for G. A. (Dick) Richards in FCC's hearings on the news policies of the owner of WGAR Cleveland, KMPC Los Angeles and WJR Detroit.

Gambling Angle

Sen. Estes Kefauver (D-Tenn.), chairman of the five-man committee, has indicated his probe will encompass the use of interstate communications facilities for "gambling" purposes [BROADCASTING, May 15], a subject explored at great length by a Senate Interstate Commerce communications subcommittee under Sen. Ernest W. McFarland (D-Ariz.).

No plans have yet been laid which touch directly upon communications.

Other members of the committee are Sens. Charles W. Tobey (R-N. H.), Herbert R. O'Conor (D-Md.), Lester C. Hunt (D-Wyo.), who took part in the McFarland hearings, and Sen. Alexander Wiley (R-Wis.). Sens. Wiley and Kefauver are on the Senate Judiciary Committee.

Meanwhile, last week, the McFarland subcommittee reportedly was working on a substitute measure for the Justice Dept. bill (S 3358) on which it held three-week hearings, to ban interstate transmission of gambling data on sports events. Proposal would require that stations delay broadcast of racing details for at least an hour after completion of horse races, and limit networks and stations to one such broadcast per day [BROADCASTING, May 8, 1, April 24].

While details on a possible McFarland substitute bill were not known, it was believed that Sen. McFarland's group may adopt a compromise measure less stringent than the Justice-recommended plan and somewhat more along the lines of one offered by FCC, which opposed the Justice version.

FCC's plan would simply prohibit transmission of all "gambling" data—odds, prices paid, bets, in all media including radio and television. Some observers feel that the FCC proposal is the "more realistic" of the two plans, and would enjoy greater chance for passage in the Senate.

WSVA FULLTIME

Last NBC Daytimer

WSVA Harrisonburg, Va., only remaining daytimer among NBC affiliates, last week announced plans for fulltime operation by Sept. 1.

The plans, which encompass construction of a complete new plant for both WSVA and WSVA-FM, were disclosed by President Fred Allman after FCC announced on Monday that it had approved WSVA's application for fulltime use of 550 kc with 1 kw, the frequency and power currently used on a daytime-only basis.

Mr. Allman said construction will start immediately on the new plant including a building to house transmitter, studio facilities, and offices. A site already has been acquired. WSVA-FM, on the air since 1946, will be combined with the AM operation in the new quarters.

Under the new fulltime operation, WSVA will employ a three-element directional array at night.

Small Space—Big Story

- MORE people
- MORE times
- LESS money

WGRD Grand Rapids Michigan

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Hill & Range

ROSES

On Records: Sammy Kaye — Vic. 20-3754; Sons of the Pioneers—Vic. 21-0306; Billy Eckstine—MGM 10684; Snooky Lanson—Lon. 682; Ray Anthony—Cap. 1001; Gene Autry—Col. 38816.

On Transcription: Jerry Gray — Standard; Alan Holmes—Associated; George Wright—Thesaurus.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

At Deadline...

MILLER VOICES REGRET AT WITHDRAWAL OF CBS

NAB needs experience and advice of network executives, especially where difficult policy questions are involved, President Justin Miller said Friday in commenting on resignation of CBS and O&O stations (early story page 23).

Judge Miller termed resignation at this time "particularly unfortunate" in view of large number of problems affecting welfare of broadcast industry and interests of listening and viewing public. He said he has always favored network membership on active rather than associate basis, with participation on NAB board.

"CBS has contributed generously and richly not only to the growth of the art but to the development of this association," Judge Miller said. "The network's withdrawal cannot lessen its traditional determination to contribute to the continuing improvement of broadcasting in all its forms. We hope we can reestablish in the minds of the CBS management the conviction that the best way to do this is through the NAB."

He cited list of NAB achievements "which have redounded to the lasting benefit of the networks as well as individual stations." List included founding and growth of BMI; measurement of audience attitudes toward radio; successful labor negotiations; development of uniform audience measurement; forestalling legislation which would shackle industry; "so-soon-forgotten shelving of the *Blue Book* and similar projects."

BIRMINGHAM REALIGNMENT

OWNERSHIP of WSGN and WSGN-FM Birmingham, licensed to Birmingham News Co., not affected by realignment of Birmingham papers. News company continues *News* as evening paper and Sunday paper but has dropped its morning *Age-Herald*. Scripps-Howard Newspapers has discontinued its afternoon *Post* to concentrate on morning field with new *Post-Herald*.

$1 MILLION ZIV PACT

NBC has signed $1 million contract with Ziv Television Programs Inc. for *The Cisco Kid* film series to start next fall on three NBC-owned stations, WNBT (TV) New York, WNBW (TV) Washington and WNBK (TV) Cleveland, John L. Sinn, president of production firm, announced Friday. Films being made in color, can be shown in black-and-white television now and color when it becomes available.

CONSIDER TV ASCAP FEES

COUNSEL for TV broadcasters and ASCAP video committee to meet this week to work out extension of present interim licenses to permit use of ASCAP music in TV programs until new licenses are completed. Stuart Sprague is counsel for broadcasters, Herman Finkelstein for ASCAP. Three-day meeting of TV broadcasters committee on per program music licenses with a video committee of ASCAP, held in New York last week, failed to reach solution to basic questions of rates and of proper method of calculating payments on spot announcements.

HEADS BENRUS ADVERTISING

HOWARD P. LANE, formerly advertising manager of Ronson Art Metal Works, appointed director of advertising, Benrus Watch Co., New York.

COY CONFIRMS POLICY ON COLOR DECISION

FCC'S PLAN to decide color television question before proceeding with general television allocations [BROADCASTING, May 15] was confirmed Friday by Chairman Wayne Coy, who also gave his "pledge" that "we will lift the freeze at the earliest practical date."

In speech to City Club of Portland (Ore.), Mr. Coy said:

> Just how long it will take us to arrive at a decision on the color question, I don't know. After we issue the decision we will take up the matter of allocations.
>
> My best judgment today is that all this cannot be completed and the freeze ended much before the end of this year. If the freeze is lifted by the end of this year, the Commission will begin processing applications early next year.
>
> . . . When the freeze is lifted, a reasonable time will be permitted for other applicants to file.

Decision to settle color question before going into allocations had been reported earlier by Sen. Ed C. Johnson (D-Col.), who also thought "it could well take 60 days from June 25" to issue final color decision. June 25 is approximate deadline for participants to file proposed findings and replies.

Answering Portlanders who wanted to know why freeze cannot be lifted now for Portland —since both old and proposed allocations envision five VHF channels—Mr. Coy emphasized FCC's need for flexibility in overall allocations approach. Net effect of un-freezing Portland before general allocations hearing, he said, would be to "finalize" proposed allocations for "substantially the entire states of Oregon and Washington" and to deny, without hearing, applications for cities not now covered by allocations.

Referring to freeze—("never before has a freeze generated so much heat")—he gave assurance that "the kind of television system we are now working on will be well worth waiting for" from standpoint of public, broadcasters, and manufacturers. "Once the freeze is lifted," he said, "television will move ahead with Seven League boots toward its goal as . . . America's dominant medium of mass communication."

FCC DEFICIENCY VOTED

HOUSE Appropriations Committee Friday voted $129,345 deficiency fund for FCC for fiscal year ending June 30. Sum, for salaries and expenses, cut below $137,000 asked by Commission last month. Both houses must approve.

KWRZ RENEWAL OPPOSED

DENIAL of license renewal to KWRZ Flagstaff, Ariz., recommended in initial decision issued by FCC Friday. Hearing Examiner Fanney N. Litvin ruled to deny application for default since station failed to appear at renewal hearing last Monday (see early story page 63).

RALEIGH SUMMER DRAMA

BROWN & WILLIAMSON TOBACCO Corp., Louisville, for Raleigh cigarettes, will replace *People Are Funny* on NBC this summer with *A Life in Your Hands* for second vacation season. Mystery, created by Erle Stanley Gardner, will originate in Chicago for 13 weeks from June 20, with *People Are Funny* slated to return to network Sept. 19. *A Life in Your Hands* will be broadcast Tuesday, 9:30-10 p.m. (CDT) on 165 stations, with recorded repeat Saturday at 8:30 a.m. on 17 eastern stations. Agency is Russel M. Seeds, Chicago. Jack Simpson, radio director at agency, will produce and direct.

Closed Circuit

(Continued from page 4)

volving some $18,000, is due to come fr baseball network which did not participate FCC proceeding.

REBUTTING claims that transit radio servi is too specialized—as that still-secret FCC sta report on transit and related types of broadcasting is said to claim—WCTS (FM) Cinci nati has submitted Pulse report to FCC showing its transit operation has largest FM hom audience in Cincinnati.

DON'T THINK death of Langer Bill necessarily means there won't be further legislation to curb alcoholic beverage advertising Chairman Ed Johnson (D-Col.) of Senat Interstate & Foreign Commerce Committee which shelved Langer measure, reportedly i toying with idea of new bill affecting only radio and TV. One of leaders of Capitol Hil dry forces, he's known to be particularly concerned by beer ads on TV.

HOW FCC will react to DuMont all-electronic single tri-color camera and receiver tube, announced last week (see story page 46), subject to wide-open speculation. FCC hopes to end color TV hearings this week. DuMont receiver tube not ready for showing for another month and camera tube for several months. DuMont technicians say camera tube has proven fundamentals and see no obstacles to practical refinement.

LAST WEEK'S CLOSED CIRCUIT stating that Tom L. Evans, president and chief owner of KCMO Kansas City, 50,000 watter, made "Whistle Stop" swing with President Truman was in error. He was scheduled to pick up party but cancelled at 11th hour because of necessary dental work. Mr. Evans, incidentally, has sold his interest in Crown Drug Co and last week resigned as chairman of board He will maintain headquarters at KCMO's offices.

TAM O'SHANTER TOURNEY

GEORGE S. MAY Co., Chicago (business engineers), will sponsor finals of world golf championship from Tam O'Shanter country club on ABC-TV from WENR-TV Chicago Aug. 13, 5:30-6:30 p.m. (CDT).

COAST STRIKE AVERTED

AGREEMENT reached after several months contract negotiations between CBS Hollywood and office employes' international union averts threatened strike at last minute. While details unavailable at press time, understood network met most of union demands.

COAST FIRM FORMED

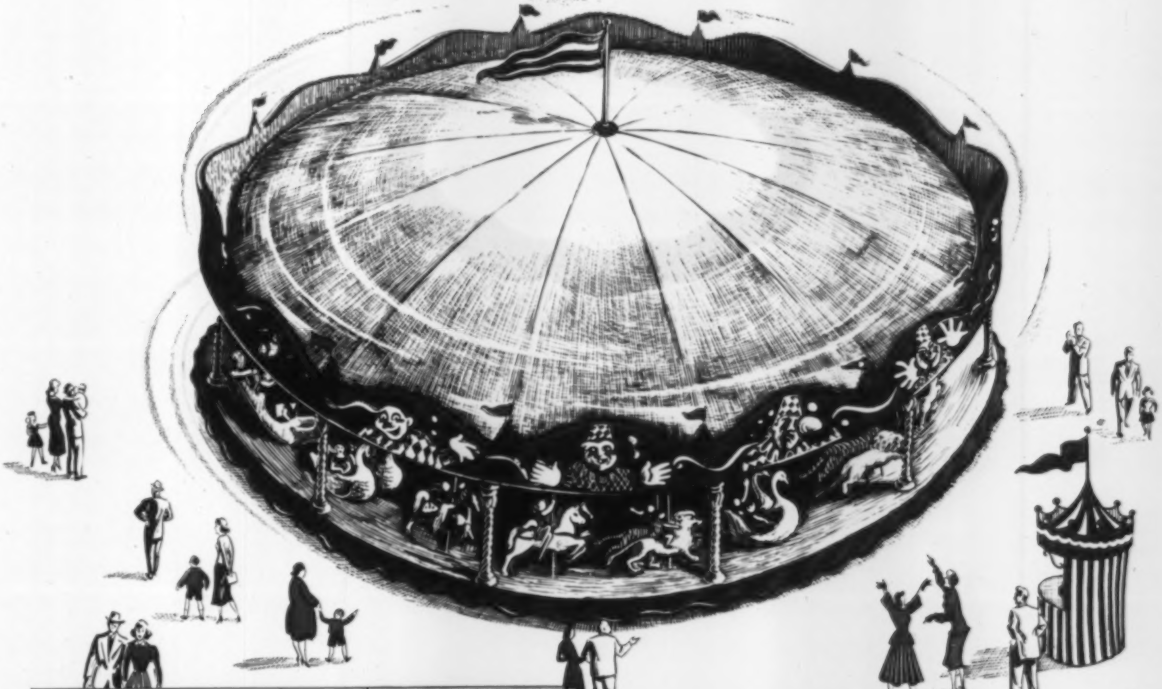
NEW SALES and advertising consultants firm, Gaynor & Forward Inc., 6331 Hollywood Blvd., formed by Sydney Gaynor and Robert H. Forward. Mr. Gaynor, who resigns as vice president of Raymond R. Morgan Co., Hollywood, is president. Prior to joining Morgan company, he was general sales manager, Don Lee Network, for seven years. Mr. Forward American Cancer Society's West Coast representative, was once KTTV (TV) Los Angeles program director.

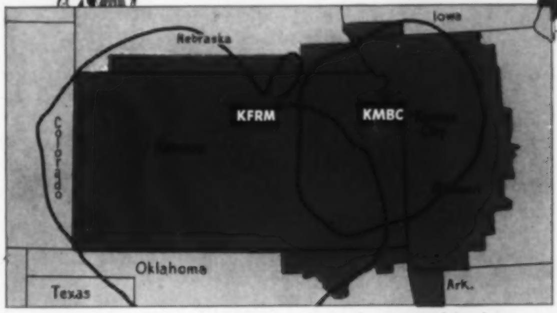
NEW PROMOTION SERIES

SERIES of new announcements for use by broadcasting stations in promoting own medium as well as all advertising and American system of private business prepared by NAB. Twenty-second announcements prepared by NAB Public Affairs Dept., headed by Robert K. Richards.

THE KANSAS CITY MARKET

Does Not Run in Circles!





Daytime half-millivolt contours shown in black.

It's a Rectangle...

and Only The KMBC-KFRM Team Covers It Effectively and Economically!

Kansas City's Primary Trade Area is an East-West rectangle. Kansas City is the hub of business activity within this territory. The KMBC-KFRM Team has been created to provide vital radio coverage of this area, *without waste circulation!*

The Team is your best buy in the Heart of America for penetration and economic coverage. Contact KMBC-KFRM, or any Free & Peters "Colonel" for substantiating evidence.

The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE **PROGRAMMED BY KMBC**